

THE COSTCO CONNECTION

August 2013 • Volume 28 • Number 8

A lifestyle magazine for Costco members

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Khan Academy flip
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Sal Khan



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THE COSTCO CONNECTION

Welcome to **The Costco Connection** *Online Edition* and *Newsstand Edition*

Digital editions of *The Costco Connection* and other Costco publications are available in the *Online Edition* and in the *Newsstand Edition* available for mobile devices.

The *Online Edition* opens to the current issue, with back issues found under the Back Issue tab and "The Costco Way" cookbooks under the Resources tab.

The *Newsstand Edition* opens to the current issue in a library populated with a mix of back issues and "The Costco Way" cookbooks.

Reader Survey: Complete a brief survey and enter a drawing for a Costco Cash card. Our reader survey is open to all *Connection* readers looking to weigh in on our content or on Costco in general; or email your comments anytime directly to connection@costco.com.

Advertising information: [Media Kit \(lite\)](#) [BPA/ABC](#)

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- **Costco Beer, Wine and Spirits Locator**
State-by-state look at what types of alcoholic beverages are sold at different Costco locations
- **Costco Business Centers Locator**
Including hours of operation and special business-center events



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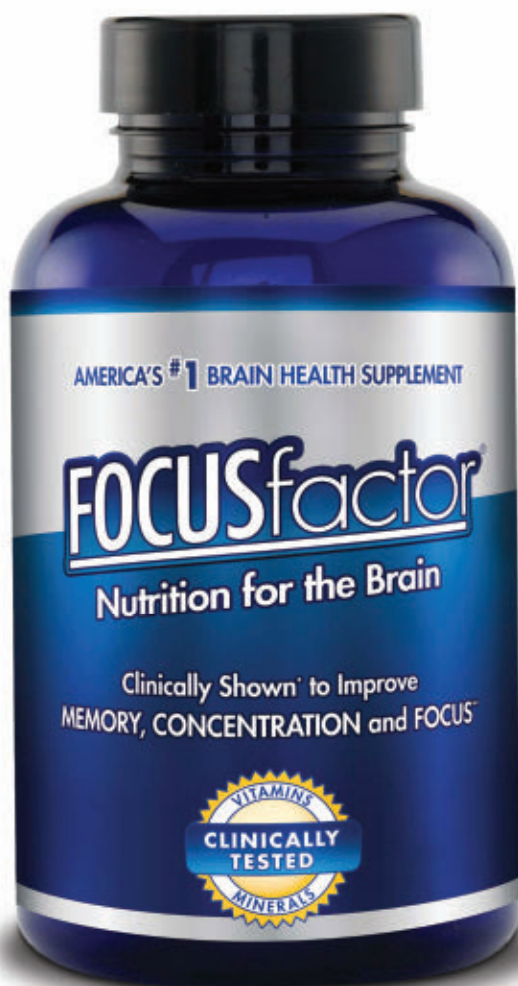
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COVER STORY



A student from Nyanga, South Africa, participates in a Khan Academy lesson.

An academy for all 30

Sal Khan—through Khan Academy—wants to provide free education to everyone.

BY IRENE MIDDLEMAN THOMAS

GARETH SMIT

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13EX1005 6/13

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Look for the **mobile icon** (right, or similar image), which indicates additional content, including videos, surveys, giveaways and more.



Ads with digital enhancements display a **universal play button** (right).



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2. Browse the *Online Edition*

If you have a computer with an Internet connection, you can view *The Connection's Online Edition* on Costco.com by clicking "The Costco Connection."

Those reading the print edition can scan watermarked pages with the Costco app. Readers using the digital editions of the magazine can click on the icons and play buttons.

3. Take *The Connection* on the go

For tablets and smartphones, download *The Costco Connection Newsstand Edition* from the iTunes or Google Play app stores.

DIGITAL CONTENT

Readers will find dozens of digital enhancements throughout this magazine, including:

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PUBLISHER Ginnie Roeglin groeglin@costco.com
EDITOR David W. Fuller 425-313-8510 dfuller@costco.com

DEPUTY EDITOR, DIGITAL
 Stephanie E. Ponder 425-427-7134 sponder@costco.com

DEPUTY EDITOR, INTERNATIONAL
 Tim Talevich 425-313-6759 ttalevich@costco.com

DEPUTY EDITOR, U.S.
 T. Foster Jones 425-313-6748 Tod.Jones@costco.com

ASSOCIATE EDITORS
 Lorelle Gilpin, Ottawa 613-221-2009 Lorelle.Gilpin@costco.com
 Sue Knowles, London 011-44-1923-213113 sknowles@costco.co.uk
 Sylvia Youngsuo Yoo, Seoul 82-2-2630-2700 sylviayoo@costcokr.com
 Nora Wang, Taipei, 886-2-8791-9988-216 norawang@costco.com.tw

ONLINE EDITOR
 David Wight David.Wight@costco.com

REPORTERS
 Will Fiefield wffiefield@costco.com
 Steve Fisher Steve.Fisher@costco.com
 Hana Medina hanamedina@costco.com

COPY EDITOR
 Miriam Bulmer

CONTRIBUTORS
 Sally Abrahms, Annette Alvarez-Peters, Teri Cettina, Andrew Don, Marijke Vroomen Durning, Paul and Sarah Edwards, Michael Evans, Maria Bellos Fisher, Joseph Hanna, JoAnna Haugen, Susan Hirshorn, Amanda Horowitz, David Horowitz, Clark Howard, Scott Jones, Adrienne Jordan, Erik J. Martin, Sherrie Newman, Andy Penfold, Richard P. Phelps, Kelly Putter, Marc Saltzman, Fran Schumer, Eva Shaw, Irene Middleman Thomas, Karen Zittleman

ART DIRECTOR Doris Winters dwinters@costco.com
ASSOCIATE ART DIRECTOR Lory Williams lwiliams@costco.com

GRAPHIC DESIGNERS
 Ken Broman, Bill Carlson, Susan Detlor, Steven Lait, Chris Rusnak, David Schneider, Brenda Shecter

PRODUCTION MANAGER
 Pam Sather psather@costco.com

ASSISTANT PRODUCTION MANAGER
 Antolin Matsuda amatsuda@costco.com

COLOR SPECIALIST
 MaryAnne Robbers mrobberts@costco.com

ADVERTISING MANAGER
 Jane Klein Shucklin 425-313-8277 jshucklin@costco.com

ASSISTANT ADVERTISING MANAGER
 Kathi Tipper-Holgersen 425-313-6581 ktipper@costco.com

ADVERTISING COORDINATORS
 Melanie Woods 425-313-2558 mwoods@costco.com
 Jordan Maughan 425-313-6969 jmaughan@costco.com

ADVERTISING COPYWRITER
 Bill Urlevich

NATIONAL ADVERTISING REPRESENTATIVES
West: John Iavarone 415-264-6757 fcmediapartners@optonline.net
Texas: Frank Colonna 201-962-2759 fcmediapartners@optonline.net
Northeast: Frank Colonna 201-962-2759 fcmediapartners@optonline.net
Midwest: Harold Leddy 847-446-8764 harold@leddyandassociates.com
 Marshall Leddy 763-416-1980 marshall@leddyandassociates.com

BUSINESS MANAGER
 Janet Burgess

CIRCULATION MANAGER
 Rossie Cruz 425-313-6715 rcruz@costco.com

CIRCULATION / EDITORIAL ASSISTANT
 Dorothy Strakele 425-313-6899 connection@costco.com

ADMINISTRATIVE ASSISTANT
 D. Ted Harris 425-313-2937 dt Harris@costco.com

COSTCO WHOLESALE

P.O. Box 34088, Seattle, WA 98124-1088
 999 Lake Drive, Issaquah, Washington 98027
 Fax: 425-313-6718
 Email: connection@costco.com



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from the publisher's desk

Ginnie Roeglin

WITH SCHOOL SOON to be in session, we are pleased to offer this special back-to-school issue to help you get your students off to a successful new year.

If your students need help with their schoolwork, they'll want to check out the Khan Academy at www.khanacademy.org. Rather than put his Harvard MBA and three degrees from the Massachusetts Institute of Technology to work in a high-paying career, Costco member Sal Khan chose to create a nonprofit online school dedicated to providing a free world-class education for anyone. Millions of students have watched more than 4,120 free instructional videos offering lessons in math, science, computer science, history and more. Khan and his team believe in "flipping the classroom" and creating personalized adaptive learning experiences through technology. You can read more about Khan in our cover story, beginning on page 30.

We all remember a favorite teacher who made a difference in our life. Teacher Jeff Charbonneau is one such memorable teacher dedicated to uplifting his students' academic and personal success. President Obama recently honored him with the National Teacher of the Year award. We congratulate Charbonneau and his family, including his proud dad, a Costco employee in Yakima, Washington.

This issue includes several articles to help you select the right dorm room supplies (page 37) and the right technology tools (page 38) for a student. You'll also find all kinds of school supplies in the warehouses and on Costco.com. This is probably a good time to check your printer's ink supply so it does not run out the night before an important paper is due. Costco's ink cartridge refill program can save you money on top-quality cartridges for printers from most major manufacturers. Cartridge prices range from just \$7.99 to \$9.99 and are safe to use. Read more about our refill program on page 81 or stop by the 1-Hour Photo Center in your warehouse for more information.

Planning to squeeze in a few more barbecues before school starts? You'll find barbecue wine-pairing tips from Annette Alvarez-Peters on page 63 and twists on building burgers on page 66. Enjoy the dog days of summer, from all of us at Costco. ☺



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of The Costco Connection.

from the editor's desk

David W. Fuller



David W. Fuller is Assistant Vice President, Publishing, and Editor of The Costco Connection.

I HAVE WRITTEN before about the ways in which our American institutions have been changing. Economic institutions, journalistic institutions, political institutions, entertainment institutions: All have undergone sea changes in the past decade. Much of this has been due to the digital revolution, some of it is due to demographic shifts as the boomers age and more than a little of it is due to efforts at rectifying abuses or avoiding future abuses.

College is yet another American institution that is likely to undergo an immense change in the coming few years. Why? Money. The cost of a college education has so far outpaced the growth in wages and average incomes that it is leaving many millions of potential students without the opportunities of the past. Extrapolate the figure out another decade or so and you are left scratching your head as to how any but a few will be able to afford a private or even a top public higher education.

The marketplace may be on the verge of responding, however. Sal Khan, this month's cover subject (page 30), has developed an interesting online model in which the cost of education through the college level has been not just reduced but eliminated. Inspired by Khan, Google guru Sebastian Thrun founded Udacity, which offers free college classes, and other innovators have also created successful online schools. Several major universities have been dabbling with similar approaches. There's even a term for such operations: massive open online courses (aka MOOCs).

Can online education, without the character-building eyeball-to-eyeball social interaction and often joyous chaos of a physical campus, really substitute for an education as we know it? Will hybrids emerge to bring the costs within reach? It is way too soon to know. ☺

Debate goes on



In response to the July Debate, "Should offshore bank accounts be taxable?"

YES. Clearly, offshore bank accounts are a primary method to evade paying U.S. taxes. This practice is neither fair nor helpful to the U.S. corporations and individuals who pay their taxes.

*Janelle McCammon
West Bloomfield, Michigan*

NO. If the Fed were to clean up its act and cease wasting its resources and monies, it could easily lower tax rates to a point that would no longer encourage Americans to seek offshore tax shelters.

*Don Nevin
Bend, Oregon*

Member comments

Slaughtered

I am a fan of crime fiction, especially novels written by female authors, and it sounded like the author and novel [Karin Slaughter, *Unseen*] profiled in the July 2013 issue of *The Costco Connection* fit the bill.

Imagine my surprise when I turned the page of your magazine and found an article written by Slaughter! It was a funny article,

one that all of us Costco members can relate to. It was well written and engaging, and that article, along with the review of the author's book, has me waiting impatiently for July 2 so I can run to my local warehouse and pick up *Unseen*.

*Kathy Schirmacher
Oceanside, New York*

Keeping auto property "safe"

The information in ["Avoiding property theft from your car," July 2013] is missing one extremely important bit of information on how to protect against property theft from an automobile or truck.

The missing information is that auto safes are readily available to consumers and will almost guarantee a thief will be unable to steal the contents of the safe. These safes are easily tethered with a cable to an anchor point in the car, such as a seat support.

*Jim Collins
Stanwood, Washington*

Hemochromatosis awareness

Just a quick note to say thank you for the recent awareness of hemochromatosis [Health Calendar, July 2013]. As with any health condition, early diagnosis is very important and easily discernible with a blood test. This condition is not a death sentence, unless ignored and/or left undiagnosed, and can be managed comfortably for a long and productive life.

*J. Gould
Seattle, Washington*

Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to dialogue@costco.com; or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.



Connection comments from the Internet

"I was reading the [July] *Costco Connection*. There was an article entitled 'Leader or Manager?' that caught my eye. It was a short but very informative piece."

Blogged by Angela Grandstaff

"Just made the microwave lemon squares from the July *Costco Connection* and they are #delicious!"

Tweeted by Alexander Olcott @AlexanderOlcott

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WHAT DO you think of this issue of *The Connection*? Tell us and you could be one of five winners of a \$50 Costco Cash card! Complete our anonymous reader feedback survey by going to Costco.com, scrolling to the bottom of the page and clicking on "Current Issue" of *The Connection*. Then click "Reader Survey" on the welcome page on the right. Upon completion of the survey, you will have the option to enter the drawing.



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Editorial



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- All ads indicate whether a product is available in the warehouse, on Costco.com or both.
- Products are scheduled to be available during *The Connection's* month of publication and are noted as in warehouse "early in month" (1st to 10th), "mid-month" (11th to 21st) or "late in month" (22nd to 31st).
- Shop early in the month for the best selection of seasonal items.
- Costco.com carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.
- Prices are usually not listed because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.



FALL COAT PREVIEW



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Middle left:

Women's Tech Rain Jacket. Item #738074. Available early September.
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Bottom left:

Kirkland Signature™ Men's Softshell Jacket. Item #742495. Available early August.
Double Diamond Women's Softshell Jacket. Item #744028. Available early September.
Both available Warehouse and Costco.com.

Top right:

Women's Double-Plush Jacket. Item #739795. Available early August. Warehouse only.

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Newsstand Edition

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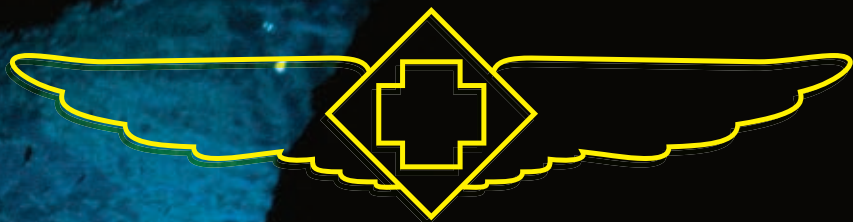
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PAUL AND SARAH EDWARDS: LIFESTYLES FOR THE MILLENNIUM



Paul and Sarah Edwards (www.elmstreeteconomy.com) are the authors of 17 print books and the newly released *Working from Home Encyclopedia*.

MARY ANN HALPIN PHOTOGRAPHY

Sales smart, customer foolish

A COUPLE IS considering buying a new car. They are interested in seeing several vehicles from different manufacturers and plan to spend an afternoon taking some test-drives. They tell the first dealer they are just in the looking stage and have only a few hours to shop.

Seven hours later they drive away from that first dealer in a new car, dazed, stunned and embarrassed. They think they probably got a good deal, but they feel bad about their experience.

In subsequent conversations, some people tell them it was a top-notch sales job, while others say these buyers were duped. The couple tells us they will never go back to the dealer, and when people ask them about where they bought their car, they'll make it a point to suggest buying from another dealer.

Of course, not all dissatisfied customers complain to others, but in today's hyper-connected world, it's easier than ever to do so.

We use social media sites, smartphones and computers to look up product reviews for virtually everything. This means all unhappy customers have a megaphone to broadcast their dissatisfaction on sites such as Facebook and Yelp, their own social websites and online stores, and they often take advantage of opportunities to post photos and videos. As you read this, you may be thinking, "Yes, I post and look up reviews frequently myself."

If you have a business, you need to keep in mind that customers have access to much more information and are more knowledgeable than in the past. Be proactive. Conduct your own customer review program, and if you encounter unsatisfied customers through it or elsewhere, be sure to:

- Respond quickly—immediately, if possible—to their complaints. Waiting to see if anyone starts badmouthing you is like waiting too long for a train to hit your disabled car stuck on a train track.
- Use what you learn about what people like or dislike to improve your service, your products or your store.
- Feature the improvements you make in your marketing materials, such as your blog or website.

Getting sales at the expense of losing customers who repeat business and provide good references is never a winning proposition. ☐

More in archives
On Costco.com, enter
"Connection." At Online Edition,
search "Paul and Sarah Edwards."

SERGEY NIVENS / SHUTTERSTOCK.COM

explores the fundamentals of entrepreneurialism, delves into the "must do" steps involved in starting a business and explores the many entrepreneurial support resources, both online and in the community, that can provide invaluable help. After finishing the course, you receive a certificate of completion and a tip sheet that summarizes key points.

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For more information, or to get started, go to www.sba.gov/content/young-entrepreneurs. ☐



Tablet or smartphone?

Scan or click here for a video of Paul Edwards chatting with a small-business owner.

Shake on it

IN TODAY'S workplace, the handshake is the business greeting, and both men and women need to shake hands and do so correctly. Yet, according to Costco member Barbara Pachter, a business etiquette expert and author of numerous books, including *The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success* (McGraw-Hill, 2013; not available at Costco), "Many women are reluctant to shake hands, and others do so incorrectly."

Pachter explains that women may feel uncomfortable about shaking hands and explains why.

- 1 Some women were never taught to shake hands.** A woman in Pachter's etiquette class was shocked when she realized that she was not teaching her 4-year-old daughter to shake hands, but she had already started teaching her 2-year-old son to shake hands.
- 2 Some women bring kissing friends on the cheek into the workplace.** This can be awkward, since you will not want to kiss or hug everyone you meet at work, nor will everyone be comfortable with that greeting.
- 3 Many women were taught that they did not need to stand when shaking hands.** Before each of her seminars, Pachter walks around the room to introduce herself to her participants and extend her hand in a greeting. Approximately 70 to 75 percent of men, but only 30 to 35 percent of women, stand to shake her hand. Standing establishes your presence.

To shake hands properly, Pachter suggests extending your hand with the thumb up. Touch your thumb joint to the other person's thumb joint. Put your thumb down, and wrap your fingers around the palm of the other person. Your grip should be firm, but don't break any bones: It's not a competition. Two to three pumps is enough. Face the person, and make eye contact. ☐



Starting young

IF YOU'RE FRESH out of college or have been navigating the rough waters of the job market for some time, and are considering becoming your own boss, the Small Business Administration (SBA) has a collection of tools to help you. These three are especially useful.

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* HP XL ink cartridges are not part of this special offer and must be purchased separately.

Scan or click this ad for additional Photosmart features (see page 5).

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David Horowitz is a leading consumer advocate. David's daughter Amanda Horowitz is the CEO of Fight Back! and co-founder of FightBack.com. Email David and Amanda at info@fightback.com.

Tip-offs to rip-offs

SCAM, CON and rip-off artists are always on the lookout for their next target. It takes careful listening and discernment to avoid common rip-offs. Here are some lines you might recognize that scam artists use when they are ready to strike:

"Congratulations! You may receive a certified check for up to \$400,000,000 U.S. CASH!"

"Work from home and make thousands of dollars."

"You have been selected to win a free trip."

"Lose weight without diet or exercise."

"Win a free iPad. Just click on the link to learn more."

"This price is only for a limited time. You need to sign now."

Sound familiar? If you don't want to be the victim of a scam, you must be aware, informed and skeptical. When an unknown individual requests that you send money via wire transfer; offers you a free prize but asks you to pay for taxes and fees or shipping and handling in advance; asks for your personal information such as a credit card number, password, date of birth, PIN, social security number, credit report or bank information; or claims to be a government agency requesting money from you, it's a tip-off that you're about to get ripped off. Here are some general practices that can help you avoid getting taken:

- Understand all business agreements before you enter into them. If you don't understand an agreement, contact a lawyer. You can find a referral from your state bar association.

- Thoroughly read the terms and conditions of any free offer before you agree to it.

- Be wary of businesses that don't have a street address or direct phone number or operate out of a P.O. box.

- Watch for written correspondence that contains spelling and grammatical mistakes or awkward wording.

- Look at an unknown individual's email address. If a "special offer" or "official correspondence" comes from a free email account such as Yahoo, Hotmail or Gmail, it's probably a scam.

- Make it a practice not to give out your personal or banking information unless it's to a trusted source.

- Stay away from pyramid schemes and multi-level sales schemes.

- Don't agree to deposit a check that's been written for more than the purchase price and wire money back to the issuer.

- Only donate money to reputable charities. Be aware that charity scams often follow disasters.

- Don't wire money to someone you don't know. Typically, money transfers cannot be traced and transactions cannot be reversed.

- One trick that rip-off artists use is to send an email claiming to be a legitimate business and direct you to a fake website where they request personal information. Make it a practice not to open links from unknown users on social media sites or from unsolicited emails. Even though a URL may look real, fraudsters can mask its true destination. Type the URL into your Web browser yourself to verify it's real.

- Don't give money to someone whom you only know from the Web.

- Always keep in mind that legitimate entities don't ask you to provide or verify sensitive information through non-secure means, such as email.

- Don't respond to requests for personal or financial information via email, mail or phone. If you have reason to believe that a legitimate business actually does need personal information from you, call the company using the number in your contacts, not the one provided, as it may be fraudulent. If a call, email or letter purports to be from a government agency, find the agency's phone number from an official website and contact it.

- Never deposit or transfer funds for someone you don't know and trust.

- Be careful when signing non-disclosure or non-circumvention agreements. Scam artists use them to threaten victims with a lawsuit if they report their experiences to law enforcement. [E]

Please note that we at Fight Back! are not licensed professionals in any field. If you are seeking advice, you should consult with your own licensed professional. We do not assume any liability or responsibility for the interpretation, application or accuracy of any information provided.

TIPS FROM Fight Back!

Victim of a scam?

IF YOU BELIEVE you have been the victim of a scam or are aware of a scam, report it! Here are some helpful resources:

IC3. Internet crime is illegal activity involving websites, email and/or chat rooms, and may include the following: advance-fee schemes, lottery scams, non-delivery of goods or services, business opportunity schemes, employment schemes, romance scams and computer hacking. You can report Internet crime to the Internet Crime Complaint Center (www.ic3.gov), a partnership between the FBI and the National White Collar Crime Center.

FTC. Identity theft; telemarketing scams; credit and credit-repair scams; sweepstakes scams; pyramid schemes; fraudulent business opportunities; work-at-home schemes and/or any kind of deceptive advertising can be reported to the Federal Trade Commission at www.ftc.gov. Scams that have been promoted via email can be forwarded to spam@uce.gov.

USPSIS. Scams or deceptive ads you receive in the U.S. mail can be reported to the U.S. Postal Inspection Service at www.postalinspectors.uspis.gov. If an identity theft involves the U.S. mail, it can also be reported.

SEC. Fraud or wrongdoing involving potential violations of U.S. securities laws, such as fraudulent investment schemes, for example, can be reported to the Securities and Exchange Commission at www.sec.gov. [E]



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Have a question for Fight Back?

Just log on to www.fightback.com or email info@fightback.com. Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on www.fightback.com.

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Also:

■ Smartphones, TVs

Wireless, wireless everywhere

Q: My printer is getting old, but seems to work OK. Should I consider an upgrade?

A: If your printer still works but you're mulling a newer model, consider donating your aging equipment to a local organization that could benefit from it, or give it to a family member or friend as a high-tech hand-me-down. Remember: Reusing (or reselling!) is always better than recycling.

You'll love what's available today. Not only can you expect better quality and faster speeds than what you're used to, but the latest crop of printers can also scan, copy and perhaps fax, too (these are referred to as an "all-in-one" or "multifunction" printer). They often have large touch screens for easy navigation, and usually have memory slots and USB ports to insert a flash card or thumb drive with photos on it for easy direct printing.

The most exciting feature of the latest printers, however, is wireless connectivity inside (or even outside) your home. That means you don't need a pesky USB cable to print documents or photos from one or more computers. Plus, you can wirelessly print from your tablet or smartphone by downloading free apps from the same manufacturer as your printer. Many of today's digital cameras also let you print wirelessly with compatible printers.

As I hinted, some Web-enabled printers even let you print while you're away from your home or office. You can create an email address for the device and then send photos or documents to it. Imagine sending a bunch of documents to be printed at the office while you're on the train to work, so the print job will be done before you even step in the door. Or perhaps you could give one of these printers to a non-techie relative, such as a grandma, and then email photos of the grandkids to be printed out directly—while you're still away on a vacation.

Some models also let you download apps directly to the printer, allowing you to print Sudoku puzzles, recipes or coloring sheets for the kids.

Q: I've heard that I can use my smartphone with my TV. Can you explain?

A: Depending on what model of smartphone and TV you have, you can access all of your smart-

phone's media—such as videos, photos and games—on your big-screen television.


In some cases, you'll need a cable (such as HDMI) to connect the smartphone to the television, but many "smart TVs" let you wirelessly push content from your nearby smartphone to the television. There are a few different technologies that can facilitate this, such as DLNA, discussed in the February 2013 Tech Connection column.

While most solutions require a Wi-Fi network, the latest smart TVs offer a direct Wi-Fi connection with compatible smartphones and tablets.

Therefore, they don't need a wireless network at all.

The latest Samsung TVs also offer screen mirroring, which is even better than DLNA. Whatever you do with the smartphone or tablet on your lap, such as browsing the Web, flicking through photos, reading email or watching video shot on your phone, is mirrored on the big screen in front of you, in real time. (I've tested it using a Galaxy S4 smartphone, Galaxy camera and Galaxy Note 8.0 tablet.)

I would be remiss not to mention that many smartphones and tablets today—especially Android devices—have an integrated IR (infrared) blaster, allowing you to use your smartphone as a universal remote to control your TV, cable or satellite box, Blu-ray Disc player and so on. I like turning my tablet into a home-theater command center of sorts.

Some phones also let you download electronic program guides, so you can see what's on TV, browse the listings, record a show to watch later and so on, based on your television provider and the city you're in. 

The Costco Connection

Costco offers a complete line of electronics in the warehouses and on Costco.com, including the latest printers and TVs. Many of these electronics include free tech support from Costco Concierge Services.

Ask Marc Saltzman

JOHN GOLDSTEIN

Questions about electronics or computers you purchased at Costco? Email them to: connection@costco.com.

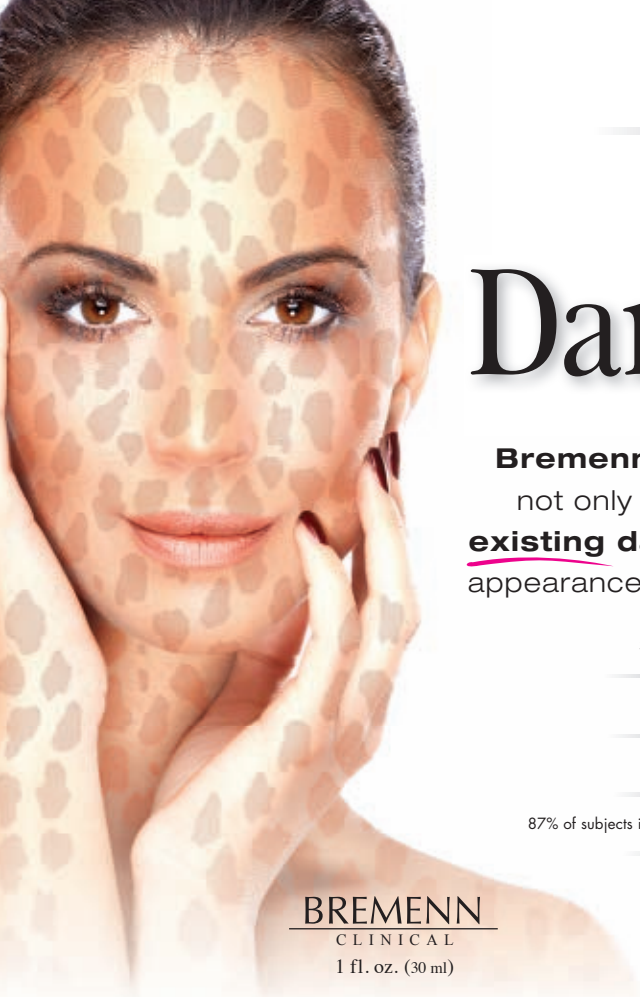
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or fax to (425) 313-6718.

Please include "Marc Saltzman Q&A" in the subject line. Marc will answer selected questions in this column. We regret that unpublished questions cannot be answered individually.

Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 15 books. He's on Twitter at [@marc_saltzman](https://twitter.com/marc_saltzman)

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Are standardized tests a fair measure of student achievement?

STANDARDIZED TESTS HAVE been debated since the Elementary and Secondary Education Act of 1965 and the No Child Left Behind Act of 2002. These multiple-choice tests are used to evaluate students' academic performance and eligibility for college or university.

Critics say that standardized tests don't measure problem-solving skills and encourage teachers to "teach to the test" rather than provide a well-rounded education. They allege that standardized tests also encourage cheating, since teachers and schools whose students score well on these tests tend to benefit.

Supporters say the tests have a positive effect on student achievement; they are nondiscriminatory because they ensure content is equivalent for all students, and they prevent students from advancing from grade to grade even when their performance does not merit this. They add that standardized test scores are trustworthy if responsible external authorities control their administration.

What do you think?



Find out more about this topic on the Web:

- www.hoover.org (search: "Stop the war against standardized tests")
- www.voxxi.com (search: "standardized testing debate")
- www.education.com (search: "standardized testing")

YES

from members:

Sridevi Dukvasula
Phoenix, AZ



Standardized tests are the first indicators of relative performance in a group.

Robert Freewalt
Camby, IN



You need a common, uniform testing system to compare performance.

Susan J. Kent
San Diego, CA



These tests cover all the main elements of an academic year in each class from first through 12th grade.

NO

from members:

Joe Young
Erie, CO



If children are taught how to take tests and merely repeat information, how does that demonstrate a true understanding of the content?

Kelly Shaine
Southlake, TX



These are average teaching standards [and] do not benefit kids that are either above or below average.

Dustin Miller
Burien, WA



Standardized tests are not a measure of overall intelligence on a given subject, but rather how well you are prepared for taking the said test.

MEDIA BAKERY

from an expert in the field:



Richard P. Phelps is the founder of the *Nonpartisan Education Review* and the author of *The Effect of Testing on Student Achievement: 1910–2010* (International Journal of Testing, 2012; not available at Costco).

STANDARDIZED testing may be the most useful evaluation method available for human-resource-intensive endeavors. It provides decision-makers with information available from no other source.

Decades of research comparing the consistency of different teachers' evaluations of identical student work with that of standardized tests have found much wider variance among teachers. One paper considered too poor for a passing grade by some might be rated excellent by others. This type of experiment has been repeated many times, and always with similar results: Teachers' marks are a very unreliable means of measurement.

Most U.S. education professors deride standardized testing. But much of their research is fraudulent—incorporating selective references, fudged definitions and calculations, and other misrepresentations.

An absence of standardized testing typically fosters social promotion, a practice that results in courses being taught at grade level for the self-motivated, advanced kids. Conversely, any kids who are struggling get thumb-twiddling study halls that teach nothing.

An absence of standardized testing increases

schools' reliance on teacher grading, which is more idiosyncratic. Independent teachers narrow the curriculum to what they personally prefer and teach to it. Students learn a teacher's preferences and how to manipulate the teacher's perceptions. Many teachers grade students on class participation, perceived effort, comportment; they might also compensate for socioeconomic background. Actual subject-matter mastery is just one among many factors considered.

Critics allege that standardized tests encourage cheating. Eliminating these tests will not eliminate the problem. Absent external monitoring, school administrators enjoy more latitude both to cheat and to hide the cheating with any type of test. An independent agency, such as a state auditor, should administer educational tests.

Without standardized tests it becomes problematic for anyone outside the classroom to gauge student progress or curriculum effectiveness. Interested parties would depend totally on what education insiders chose to tell them.

Besides, testing promotes learning. Tests motivate, and results are used to monitor, diagnose and remediate. And, psychologists have found that actively generated information, as recalled during a test, is more durably retained than that passively reviewed by ordinary study. [E]

from an expert in the field:



Karen Zittleman is a teacher and educational author focusing on teacher effectiveness and educational equity. She most recently co-authored *Teachers, Schools, and Society* (McGraw-Hill, 2013; not available at Costco).

TESTS THEMSELVES are not bad. A test can tell us not only how well students are learning, but, just as important, what students have not learned. But not all tests deserve cheers. When tests diminish learning to a single score, it is called high-stakes testing and can seriously hamper education. In recent years, the United States has built a damaging high-stakes testing culture, using standardized tests.

Standardized tests in math and reading have been mandated by the federal government and implemented in different ways in different states. They are used to determine which students get promoted, graduate or are destined to drop out; which teachers keep their jobs or get raises or are fired; which schools stay open and which are closed.

As testing pressure builds, schools, teachers and students devote one-third or more of the school year to test preparation. Classes in history, science, language, arts and other subjects not tested are de-emphasized or ignored. This narrowing of the curriculum to fit the test creates scripted lessons, scripted teachers and scripted students. If test scores increase in a school, Alfie Kohn—a leading figure in progressive education—advises parents to ask, “What did you have to sacrifice

about my child's education to raise those scores?”

Tests often measure wealth. Students in under-resourced schools start behind, struggle on tests and suffer the financial and academic consequences. Schools in wealthy neighborhoods do well on tests, and are often given more state money as a reward. Less well known are the financial winners in today's testing culture: the companies who sell and grade standardized tests. This is now a multibillion-dollar industry. The result is not better education, but resources going from public schools to the private sector.

What's the answer? Perhaps Finland can offer some ideas. Finland trusts well-trained teachers to create a curriculum as well as tests that recognize the uniqueness of each student. Students take only one standardized test when they complete high school so that Finnish schools can be compared internationally. Without a culture of standardized testing, Finland's students achieve at or near the top of all nations, a powerful lesson for us.

We need to challenge today's clamor for increased testing. Raising standardized test scores is completely different from helping students to learn. Every hour spent on such test preparation is an hour not spent helping students to think critically and creatively, to tackle controversial issues and to love learning. [E]

JULY

DEBATE RESULTS:

Should offshore bank accounts be taxable?

51% YES
49% NO

Percentage reflects votes received by July 16, 2013.

.....

JUNE DEBATE RESULTS:

Are U.S. manufacturing jobs still important to the economy?

YES: 97% NO: 3%

Percentage reflects votes received by June 30, 2013.

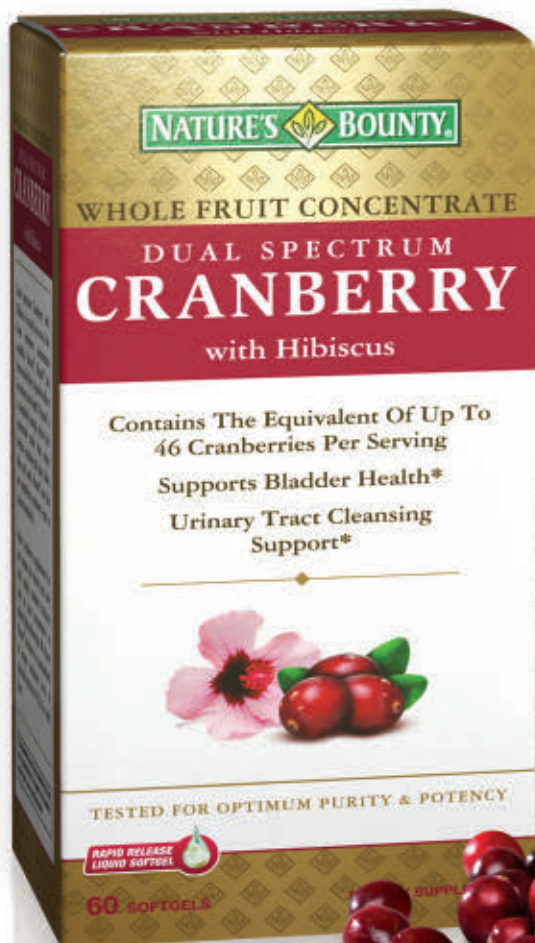


See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.



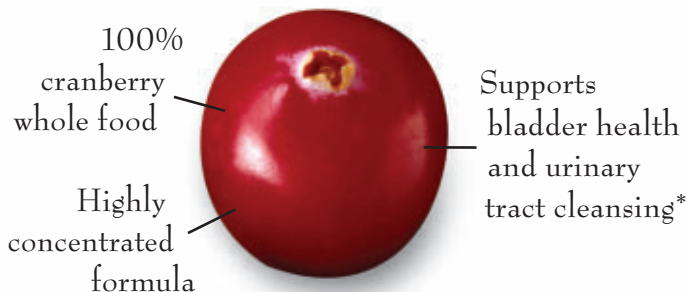
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Financial freedom

Clark Howard shows how to live large with less

By Clark Howard

WE LEARNED A LOT through the really tough times during the Great Recession—lessons that we can put to work in our lives for years to come. And now that a too-slow yet steady recovery is under way, we still need ideas and strategies to stretch a buck.

I know a lot of people are pessimistic because of how rough the last six years have been, but we are going to have a bright future.

The recovery is taking longer than anyone would like. Yet regardless of how long it takes the country to get stronger, I want you to be strong—and to take charge of your life.

When I set out to write my latest book, *Living Large for the Long Haul*, I wanted it to be about real people. So I spent a year listening to stories from 50 people across this great nation of ours. They told me about the job losses, bankruptcies, foreclosures, credit failures—and then, their next chapter: how they rebuilt their lives, step by step, person by person, family by family.

And while their stories are fascinating by themselves, their experiences provide more than 200 practical tips to let you pack a punch in your wallet.

Matt and Jamie Cowan are one couple featured in the book. Matt, 41, is a lieutenant colonel and the director of the pharmacy at Kirtland Air Force Base in Albuquerque, New Mexico. His wife, Jamie, also 41, has

a marketing degree and retail experience, though she's currently serving as a stay-at-home mom to two young kids.

Matt and Jamie live a debt-free life, but still enjoy small splurges. The couple diligently budget their monthly bills and then run most expenses through the

TrueEarnings® Card from Costco and American Express to earn cash back and pay the bill in full each month.

The couple's frugality extends to their utility usage. "We have been receiving about \$65 a month back out of \$134 allotted for utilities because of low energy use—I guess those CFLs (compact fluorescent light bulbs) I bought at Costco for 84 cents have helped

The Costco Connection

Clark Howard's *Living Large for the Long Haul* is available in most Costco warehouses.

decrease our electric bill," says Matt.

Another outstanding benefit of living beneath their means is the lack of financial stress in their marriage. "We simply do not argue about money," Matt says. "Overall, I cannot put a value on the amount of psychological income this generates. My disclaimer is that my wife did question me a little when I bought a six-month supply of cereal during one trip to the commissary, when it was available to buy with a coupon for \$1.05 a box."

Like Matt and Jamie, I have a reputation for being frugal. I once bought a Jacksonville Jaguars sweatshirt just because it was only \$3. And I still wear that sweatshirt proudly to this day!

Matt shows his frugality by telling people he'd rather have \$2, the cost of a greeting card, instead of the card. "Before we were married, Jamie and her mother made me a card out of two \$1 bills with a note inside. It was a great moment," Matt tells me.

The story of Matt and Jamie shows how you can take charge and take control—one dime at a time, one dollar at a time and one day at a time. The end game is not to pinch a buck; it's to have the freedom to make choices—the freedom to save, invest and do as you wish.

There is no one right path for everybody. My hope is that through the examples in my book, you will see a variety of strategies that you can piece together to enjoy a wonderful present and future. [E]

Costco member Clark Howard (www.clarkhoward.com) is a national consumer expert who advises consumers how to save more, spend less and avoid getting ripped off.



Tablet or smartphone?

Scan or click here for a video of Clark Howard talking about his new book. (See page 5 for scanning details.)

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Location, location, location

Every Door Direct Mail finds the customers who matter most

By T. Foster Jones

A KEY CHALLENGE for any small business is getting its message to the right audience in a targeted and affordable way. Whether you are a retailer or a service-based business, run a dry cleaning business, a landscaping service, an auto shop, grocery store, medical clinic, roofing business or a pizzeria, letting potential customers know about your services or letting existing customers know about special offers or promotions is essential to your business's success.

In 2011, the United States Postal Service (USPS) introduced a program designed to help small businesses accomplish these goals. Called Every Door Direct Mail (EDDM), the program is a powerful, cost-effective way to saturate a localized area and get your marketing messages directly into the hands of consumers.

"The U.S. Postal Service created Every Door Direct Mail to simplify how businesses market to their local community," says David Mastervich, USPS small-business sales manager. With Every Door Direct Mail, businesses can reach every home, every address, every

time, with low per-piece postage rates."

According to BizReport 2010, up to 85 percent of a store's customers come from a five-mile radius. "This program gives business owners the opportunity to reach the market that matters the most to their business: nearby neighborhoods," Mastervich says.

Using a quick, easy and convenient USPS online mapping tool, a business owner selects the areas around his or her business to target, produces the mail pieces and submits them to the postal service. A letter carrier delivers these mail pieces to every home along with the day's mail.

Because no customer names or addresses are needed, EDDM has a low per-piece postage cost. Additionally, a flexible range of sizes—from an over-size mailing to provide a detailed story, to smaller pieces for a quick sales announcement, coupons, photos, menus, event calendars and more—lets each business tailor its message exactly as it needs. And, businesses can create mailings up to 30 days before planning to mail them.

"Many printing services are already experienced with EDDM, and can help from start to finish."

CONTINUED ON PAGE 26



Every Door Direct Mail service has a range of mailing sizes to accommodate a business's needs.



Happy 50th Mr. ZIP

THE ZIP CODE and Mr. ZIP, the mascot for the mighty mail service, are turning 50 this year. What would we do without them?

In the 1960s, the U.S. population increased, mail volume mushroomed and postal workers had to manually read and direct each piece of mail. If you lived in Boston and sent a letter to Uncle Fred in San Francisco, it would go through the Boston center, the New York center, the St. Louis center and the Omaha center and finally arrive in California. Now, with the correct ZIP code, it would go with mail directed to its destination.

How about testing your ZIP code smarts with the quiz below?—Eva Shaw

1. Who invented the ZIP code?
2. Who created that famous stick-figure guy?
3. What does "ZIP" mean?
4. What does the bar code printed on envelopes have to do with ZIP codes?
5. What's the connection between Santa and Mr. ZIP?
6. How many ZIP codes are there in the U.S.?
7. What do the numbers mean?
8. What city's ZIP code is 99999?

ANSWERS ON PAGE 26



SHUTTERSTOCK

LOCATION, LOCATION, LOCATION

CONTINUED FROM PAGE 25

ish,” says Mastervich, adding that the program can help match local businesses with nearby printers. Many printers and marketing service providers can not only help produce and print Every Door Direct Mail pieces, he says but also get those mailings to the Postal Service for you.

EDDM offers two options:

■ Every Door Direct Mail—Retail®.

Most local businesses choose this service, says Mastervich, because it's USPS's simplest, most cost-effective option. Every Door Direct Mail—Retail lets you send up to 5,000 mailpieces a day per ZIP code. And, using the approved Every Door Direct Mail—Retail indicia, you don't need to purchase a postage permit.

■ **Every Door Direct Mail®.** This option is designed for businesses that send larger mailings using a mailing permit. With this option, you need a postage permit and entry into a Business Mail Entry Unit. This option is great for announcing new store openings, sales or other major events. You can also reach homes during the week for a weekend event. And, there's no need to print names and addresses on every mail piece.

Businesses wanting to get more information about EDDM can visit USPS.com and click “Business Solutions.” For a free kit, go to www.eddmkit.com/Costco1. [E]

Answers to Mr. ZIP quiz (questions on page 25)

1. Several employees, including Robert Aurand Moon, a career postal worker in Pennsylvania, suggested a national coding system as early as the 1940s. In 1962, a committee was appointed to study coding alternatives and to recommend a plan for adoption. Numerical mail systems had been previously used in Germany, the UK and Ukraine.
2. Harold Wilcox, son of a letter carrier and a member of the Cunningham & Walsh advertising agency, first created Mr. ZIP in a bank-by-mail ad campaign for a New York bank.
3. Zoning Improvement Plan. After World War II, with business expanding, the pre-ZIP system wasn't effective with new and large volume mailings of advertisements and periodicals.
4. That bar code is printed on the mail piece to make it easier for automated machines to sort, plus it's required for postal automation discounts.
5. To achieve widespread acceptance of the ZIP code, postal officials did a media blitz. Print advertisements and TV commercials told kids that if they'd add a ZIP code to Santa's letters, the big guy would get them faster. FYI: The ZIP code for North Pole, Alaska, is 99705.
6. Slightly more than 42,000 ZIP codes.
7. The first number represents a general geographic area of the nation, “0” in the East, moving to “9” in the West. The next two numbers represent regional areas, and the final two identify specific post offices. The ZIP+4 code allows mail to be sorted to a specific group of streets or a high-rise. Today, the codes extend beyond mailing and are part of the nation's 911 emergency system.
8. No city has that ZIP code, but Ketchikan, Alaska, is closest with 99950.

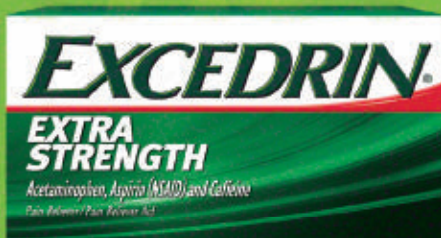
Zippy (Mr. ZIP's nickname) can now join AARP, but retirement? No way. Mr. ZIP is too busy helping to zip along about 153 billion pieces of mail this year.—ES

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Use as directed.

*Among OTC medicine for migraines. Wolters Kluwer Health, 2012.
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▶ Scan or click this ad for a feature on migraines and their triggers (see page 5).

Tablet tools

Apps that turn your tablet into an effective business tool

By Andrew Don

SINCE THE IPAD hit the market in 2010, tablet computers have become an essential business tool for those on the go. Freelance writer and Connection contributor Andrew Don, a recent tablet convert, recommends some of his favorite business apps, most of which are free and available for Android-powered tablets and phones and Apple devices except where noted.



Powered Now is designed for field-based companies. It enables you to manage jobs from start to finish. Powered Now's mobile database manages jobs, quotes, invoices and payments. Individual jobs, customer details, correspondence, notes, photographs, quotes, worksheets and invoices are stored and created in one place. The app enables you to send customizable invoices by text, email or hybrid mail, a service through which the app posts and prints invoices for you. (Available for iPad only.)



mPowa enables you to process credit- and debit-card transactions directly into your existing merchant account when you're on the go. It features a dashboard that enables you to view and download transactions and manage your merchant account. You can also send receipts via email and by text, and the app's creators sell a Bluetooth reader to swipe cards or to accept chip- and-PIN payments.



Evernote is a cloud-based service that enables you to store notes, audio, photos and useful Web pages in subject-named "notebooks." It is superb for organizing your thoughts, ideas and research. It syncs across most mobile devices and computers, and it is searchable.



Dropbox allows you to access files you need when away from the office. Drag and drop or save a file to a folder that will be instantly available across all machines on which the service has been installed. You can set up shared folders that only you and chosen colleagues or clients can access. Because info on this app is stored in the cloud, you can have peace of mind about lost or damaged backup media.

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You'll find a selection of smartphones and tablet computers at your local Costco warehouse and online at Costco.com.



MEDIABAKERY



Ignition makes it possible for you to access your office machines remotely. It works with LogMeIn software on your office computers. This app is invaluable if you ever need access to any of your programs and data, and it enables you to troubleshoot other devices from your tablet. (You must pay for this app.)



CloudOn provides you with a full version of Microsoft Office programs that operates like a virtual Windows environment. It features Word, PowerPoint and Excel, and it integrates with cloud storage services so you can access documents stored on Dropbox, Box or Google Drive.




Mint helps you keep track of your finances so you can see where you are spending and where you can save. Log details from your bank account, credit card and loans, and the app will help you achieve financial goals that you set.



Remember the Milk is a great memory tool that helps you list, organize and prioritize your jobs and sync them with an online platform so that, wherever you are and whatever device you are using, you have your to-do list.



Zoho CRM gives you access to Web-stored customer information and enables you to manage sales, marketing, customer support and inventory activities. You can view, create, edit and delete records, which will be automatically synced to the Web. Its search function provides both online and offline access and the ability to call contacts directly from within the app and log the calls.

To find out more and download the featured apps, visit the iTunes app store for iPads and iPhones, or Google Play for Android devices. 

Andrew Don is a London-based business writer and frequent contributor to The Costco Connection.

Can the spam

"SPAM" marketing sent to clients who have not given permission to receive it is a constant and increasing irritation.

Enter the Federal Trade Commission's Bureau of Consumer Protection's (www.business.ftc.gov) CAN-SPAM Act, a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have a business stop emailing them and spells out tough penalties for violations.

The CAN-SPAM Act covers all commercial messages, which the law defines as "any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service," including email that promotes content on commercial websites. The law makes no exception for business-to-business email. That means all email—for example, a message to former customers announcing a new product line—must comply with the law.—AD

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13EX0907 5/13

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Sal Khan is a

Innova Schools
in Peru.

GARETH SMIT

GARETH SMIT

His goal: revolutionize the way students learn

By Irene Middleman Thomas



Tablet or smartphone?

Scan or click here for a video about Khan Academy. Scan the photo of Sal Khan on page 31 for an example of a history lesson.

"YOU'RE ASKING ME?" Sal Khan exclaimed incredulously when invited by his alma mater, the Massachusetts Institute of Technology (MIT), to give last year's commencement address. After all, just four years prior, the then-31-year-old was a hedge fund analyst—successful, yes, but not a world changer. Since then, however, as the founder of Khan Academy, a non-profit school dedicated to providing "a free world-class education for anyone, anywhere," Khan has become a world changer, and was recently named as one of *Time* magazine's 100 Most Influential People in the World. MIT chose Khan to inspire its 2012 graduates to change *their* world.

Who better to motivate graduating college students than Khan? Raised by an immigrant single mother, he founded his global school from what began, in 2004, as a simple favor for his 9-year-old cousin, Nadia, who needed help passing a crucial math placement test. From his home in the Northeast at the time, Khan developed and posted YouTube videos that used his voice and a virtual blackboard, which he drew upon to tutor Nadia remotely in her New Orleans suburban home. To his surprise, he began to receive grateful feedback from virtual strangers who had viewed the videos. By 2008, Khan had enough interest in

his growing series of instructional videos that he incorporated Khan Academy as a 501(c)(3) nonprofit. A year later, he quit his finance job to devote himself to the tutorials.

Khan's initial startup funding of \$3.5 million came from Google and the Bill and Melinda Gates Foundation. Today the school is primarily supported by philanthropic donations.

In just five years, Khan Academy has become widely recognized, publicized by *60 Minutes*, Charlie Rose, National Public Radio, CNN and, famously, Bill Gates, whose own kids use Khan Academy. With 6 million unique users clicking on Khan Academy videos (mostly made by Sal) each month, it's a worldwide phenomenon—and yet, Khan, typically dressed in a V-neck sweater and jeans, is humble about his achievements. "Even now, I kind of imagine that I'm making the videos for a larger collection of cousins," he says.

A background in learning

"I always enjoyed learning new things," he recalls about his own background as a middle-class public school student in New Orleans, and later on as a college student. "I liked talking to my peers, having direct conversations with teachers, but I was frustrated when being lectured to.

College at MIT is about as good as it gets, but still, I felt that, much of the time, I got more out of what I did out of class than in.

"In elementary school, I was lucky enough to be in programs that had enrichment activities and small groups. Also, my mom is a strong-willed woman and has always questioned norms. My older sister was a very advanced student, and interacting with her rubbed off on me, and made teachers push me more," he says.

As Khan says, not everyone has the motivation and support that he did. The typical educational system presents the subject matter for a certain period of time and then moves on, whether the material is truly understood or not, a one-size-fits-all approach.

"The old classroom model simply doesn't fit our changing needs," writes Khan in his 2012 book, *The One World Schoolhouse: Education Reimagined*, a provocative and passionate look at his philosophies, purpose and plans for the future of the educational system.

He notes that, in the United States, widespread evidence shows that American students score well below their European and Asian peers in reading and math. The U.S.

CONTINUED ON PAGE 32

can-do guy



Seventh- to 12th-grade students at Marlborough High School in Los Angeles.

KHAN ACADEMY

The Costco Connection

Sal Khan's book, *The One World Schoolhouse: Education Reimagined*, is available at most Costco locations.

RONN SEIDENGLANZ

CAN-DO GUY

CONTINUED FROM PAGE 30

ranks 24th out of 34 nations in mathematics fluency, according to the 2009 Program for International Student Assessment. Alarming, almost one-quarter of young Americans do not finish high school.

"It isn't clear that this [our educational system] was the best model 100 years ago; it certainly isn't anymore," writes Khan in his book.

4,120 videos and counting

Despite his MBA from Harvard Business School, where he was the president of his class, and his three degrees from MIT—including a B.S. and M.S. in electrical engineering and computer science and a B.S. in mathematics—Khan is no geeky nerd. Rather, he comes across as a sort of folksy mix of Jerry Seinfeld and Ray Romano. His casual demeanor, quips and enthusiastic presentation engage and entice the 6 million unique Khan Academy users per month who view

state standards, especially the Common Core. For other subjects, the focus is aligned with advanced-placement tests and major college courses.

Khan uses a range of sources to research the information for his videos (e.g., scholarly articles, textbooks, primary sources and experts in the field). On top of that, the millions of people using Khan Academy—many of whom are experts in those subjects and use the videos in their classrooms—have provided feedback to help ensure the accuracy of the content.

Many of the Khan Academy videos have been translated into other languages. Plans are to internationalize and translate as many videos as possible in the near future.

All of the site's resources are available to anyone. It doesn't matter if you are a student, teacher, home-schooler, principal or an adult returning to the classroom after 20 years. Khan Academy's materials and resources



KHAN ACADEMY

Elementary School, a Title I school with a highly diverse population in Milpitas, California. "But now, with Khan Academy, math is like a workplace. I don't have to sit at a desk. I can lie down on the floor, I can talk, I can work with friends." In fact, Elizondo says, "Fernando asks me when we will 'get' to do Khan each day. He has gained great confidence in himself and his math ability."

Elizondo explains that Khan Academy, which her principal introduced her to, has been an "incredible journey" for her professionally. She began to use it regularly as part of her class day this year, when her school got the computers it needed for laptop use in class.

Elizondo is especially enthused about the real-time data Khan provides teachers. "I think all teachers would love this," she says. "The kids work on their own, and I get data in my 'teacher tool kit.' I see what they get wrong, how long it takes for them to solve problems, who is struggling and who isn't. I can then determine how to help each student according to their exact needs."

Elizondo notes that one 9-year-old boy has advanced to writing computer code for his own Sudoku games, thanks to Khan instruction. "We call our approach the 'Four C's': collaborating, communicating, critical thinking and creating," she says.

The classroom, reimagined

"Flipping the classroom" is a basic Khan philosophy. The philosophy essentially inverts traditional teaching methods, delivering instruction online outside the classroom and moving the homework into the classroom. A primary tenet of Khan Academy is that students work at their own pace through technology while the concept

Five Khan Academy team members at the school's headquarters in Mountain View, California.

Left to right: founder Sal Khan, Jason Rosoff (lead designer), Ben Kamens (lead developer), Bilal Musharraf (dean of translations) and Shantanu Sinha (president and chief operating officer).



Education for all

KHAN ACADEMY IS the biggest, but not the only, source of massive open online courses (MOOCs). Sebastian Thrun, an unpaid research professor at Stanford and a fellow at Google, is the founder of Udacity.com, which also offers MOOCs. In 2011, Thrun, a Costco member, and Stanford colleague Peter Norvig expanded the course they were teaching, "Introduction to Artificial Intelligence," to the Internet, partly motivated by what they saw Khan Academy doing.

Funded by Charles River Ventures, Udacity was launched in 2012 by Thrun and some former Stanford colleagues; it

offers courses at no charge, taught by academics but also by top-level businesspeople such as Reddit founder Steve Huffman and serial entrepreneur Steve Blank. After finishing courses, students can pay to take an exam administered by the educational testing company Pearson VUE to have a credential to present to future employers. Thrun calls Udacity.com a "21st-century university."

Thrun's former Stanford colleagues Andrew Ng and Costco member Daphne Koller are the founders of Coursera.org, which works with 62 national and international universities to make MOOCs available, and many universities offer their own courses online in ever-increasing numbers as well. —*IMT*

the 4,120-plus videos posted on the site. They come from more than 216 countries, in more than 30,000 classrooms, as well as countless more linking in from home or elsewhere.

Math is the area of content focus, but the videos also include art history, science, world history and computer code. Video topics include such disparate titles as *Linear Algebra*, *Cosmology and Astronomy*, *The Age of Enlightenment in Art History* and *Comparing the Eastern and Western Fronts in WWI*.

The videos are approximately 10 minutes long. The structure of the videos differs depending on the content. For math content, Khan Academy is focused on covering all of the major

are available completely free of charge. Students can make use of the extensive video library, interactive challenges and assessments from any computer with access to the Web.

Personalized and adaptive

The Khan software development team is increasingly focused on building state-of-the-art software tools to create personalized adaptive learning experiences. Many Khan students spend most of their time practicing concepts on the online interactive exercises.

"I didn't like math time before," says Fernando Hernandez, 9, a fourth-grader in Alison Elizondo's 33-child classroom at William Burnett

member profile

engagement happens with the teacher in the classroom.

"There are some people who believe that technology in education diminishes the importance of teachers," says Shantanu Sinha, Khan's life-long friend, colleague and, since 2009, chief operating officer of Khan Academy. "In our experience, nothing could be further from the truth. The fantastic teachers we have seen implement Khan Academy are bright, innovative, creative, and they take their classrooms to new heights. Their role is not diminished. Rather, their responsibility is increased."

"We're trying to move the passivity out of the classroom," explained Khan in his 2011 *60 Minutes* interview. "We believe teachers are coaches and mentors, not just lecturers." Khan also responded to detractors who criticize Khan Academy. "We're not a 'silver bullet,'" he agrees. "But we can certainly help move the dial. How? By personalizing learning for students to move at their own pace, focusing on mastery to fill learning gaps in student's foundational understanding, and by creating interactive and exploratory learning environments to drive hands-on learning and applications."

Karl Wendt, who joined Khan Academy as an instructor after completing a doctoral internship there, has made about 80 videos and teaches Khan's Discovery Labs at in-person summer camps in programs such as thermodynamics, projectile motion and robot building. "Khan is all about empowering people to learn at their

own pace, in multiple different ways," he says. "It is about a whole lot more than flipping the classroom."

Complementary education

Teacher Elizondo now has her fourth-graders watching Khan videos in the evenings at home (or before and after school in the computer lab for those without home computers), and then has Khan time in school three times a week. "I want my students to take risks and 'walk the talk,'" she says. "I don't feel very tech savvy, but Khan Academy is so user-friendly that it has made us successful. Anyone could learn to use it by themselves."

Maddy Markham, 14, entering high school in Aurora, Colorado, used Khan Academy videos in her eighth-grade math class at the Challenge School, a public school for advanced and motivated students. She says she is a visual learner, and found Khan videos quite beneficial, commenting that "I don't love math, but once I get the hang of it, I am good at it. Khan has helped to break it down step by step."

She says that if her high school geometry teacher does not recommend Khan Academy, she will most likely use it on her own. "This was probably the best year in math that I've

ever had," she says, heaping praise on her eighth-grade teacher, Elyse Whitt.

Elizondo is so excited about Khan Academy that she contributes to a teacher blog on its site, urging others to think beyond the status quo. She writes, "As educators we must prepare our students for college and career. I believe our future innovators will need to collaborate with their peers, communicate effectively, think critically, and demonstrate creativity. The way teachers can assist students with this endeavor is to explain the relevance of their studies to future use, expect students to achieve proficiency through rigorous studies and to work together to achieve a common goal. Khan Academy lends itself as a diverse tool for achieving my goal of preparing students for their exciting future." [E]

A professional writer as well as a K-12 substitute teacher, Irene Middleman Thomas is excited about Khan Academy and is finally grasping the basic elements in physics, a subject she avoided like the plague in high school.

Member name: Khan Academy
Owner: Sal Khan
Number of employees: 42 full-time
Address: Mountain View, California
Website: www.khanacademy.org
Comments about Costco: "I have a growing family and I work at a nonprofit, so I don't have money coming out of my ears. I appreciate high-quality items, so Costco fits my needs quite well. I also love free samples."—Sal Khan

SWIRL ART: © H&M229/KON MATHIESEN / AGE FOTOSTOCK



KHAN ACADEMY

Sixth-grade students at Eastside Prep in East Palo Alto, California.



Tablet or smartphone?

Scan or click here for an example of a brief Khan Academy math lesson. (See page 5 for scanning details.)

Solutions for sharper students

► iHome Lightning Dock with USB Charging:

The iPL8 is a great-looking, space-saving speaker system featuring an Apple Lightning connector for listening to all your music. Wake or sleep to your favorite tunes on your iPhone, iPod or the FM radio through two high-fidelity drivers in a specially designed Reson8® speaker chamber. **Item #785364.**

Warehouse and Costco.com.



► Samsung Galaxy Tab 2 10.1 Keyboard and Dock Bundle:

From the classroom to the dorm room, the Galaxy Tab 2 10.1 is built to make the grade. The 10.1 is powered by a dual-core processor, has the latest Android platform (Jelly Bean) and is loaded with apps such as Samsung Media Hub. **Item #354044. Warehouse and Costco.com.**



▼ SanDisk Cruzer® Facet™ 8GB USB Flash Drive 4-Pack:

Store and protect your files in a durable drive designed to complement your style. The four rich, vibrant colors let you accessorize any look and add personality to function.

Item #775275. Warehouse and Costco.com.



◀ Daewoo 2.4-Cubic-Foot Compact Refrigerator:

This stylish black mini fridge features 2.4-cubic-foot storage capacity, adjustable shelves, door storage for 2-liter bottles, and adjustable temperature control. Perfect for a dorm room, apartment or home office. Energy Star certified. **Item #771237. Warehouse and Costco.com.**

▼ iHome Bluetooth Speakers:

The iHome iBT88 Bluetooth speakers wirelessly stream audio from your smartphone or tablet, or direct line-in with included cable via the headphone jack. Portable listening for up to eight hours on a single charge. **Item #778808. Warehouse and Costco.com.**



▲ Danby 0.7-Cubic-Foot Microwave:

For many students a dorm room microwave is the only way to cook a fresh, hot meal. This smaller microwave offers 700 watts of cooking power, easy-to-read LED display and simple one-touch cooking for six popular uses, while taking up very little space. **Item #664333. Warehouse and Costco.com.**



◀ Canon PIXMA MX922 Wireless Office All-in-One Printer:

Bring superior quality, versatility and capabilities to your dorm room or home office. Print wirelessly from your Apple or Android mobile devices. **Item #477407. Warehouse and Costco.com.**

ALL PRODUCTS AVAILABLE NOW

Elements of excellence

Costco member Jeff Charbonneau is National Teacher of the Year

By Fran Schumer

ASK COLLEAGUES AND former students about Jeff Charbonneau and they say, "I don't know where to begin," "He just amazes me" and "Where does he get all that energy? Does he sleep?"

At a time when teachers are blamed for declining scores and levels of discipline, Charbonneau, selected as the 2013 National Teacher of the Year by the Council of Chief State School Officers and honored by President Obama at the White House in April, illustrates what is right, even extraordinary, about the nation's 3.2 million public school teachers.

Charbonneau, 35, teaches chemistry, physics, engineering and architecture at Zillah High School in Zillah, Washington, a small, rural town in the Yakima Valley. Zillah is not a wealthy community—about half of its 400 high school students receive free or reduced-cost lunches—yet many of Charbonneau's students graduate with more college credits than students in more affluent districts. That success is a direct result of a program Charbonneau set up with local colleges and universities (where he is also an adjunct instructor).

The nation is desperate for students who excel in science, technology, engineering and math, and Charbonneau supplies them. Enrollment in his upper-division science courses has increased by more than 20 percent during the past three years. Sixty percent of last year's junior class signed up to take chemistry and about a third of the school's seniors signed up to take physics, higher numbers than in comparable districts, a fact

that Charbonneau's colleagues attribute to his distinct ability to break down complex subjects into their elemental parts.

Content, Charbonneau will be the first to tell you, is secondary: "If you can establish a good relationship with your students, you can take them anywhere—even into the depths of quantum mechanics," he says. His secret weapon is his laser-like focus on student confidence. "When students come in with wrong answers, I don't focus on what they did wrong; I focus on what they did right," he explains. "I really like the thought process here," I might say. "Here's how we can take it in a different direction."

Academics is only one area of school life that Charbonneau has transformed. When he started teaching, the school lacked a science club. Now, the Zillah Robot Challenge, fueled by \$25,000 that Charbonneau raised in grants and from local business donations, attracts students from all over the state. Environmentally oriented students can take one of the 10-day trips he leads into the mountains during the summer. On one of these trips, students planted fish for the state Department of Fish & Wildlife.

Charbonneau's influence is ubiquitous. Before he volunteered to advise the Associated



Tablet or smartphone?

Scan or click here to see a video about National Teacher of the Year, Jeff Charbonneau. (See page 5 for details.)



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Jeff Charbonneau, at his Teacher of the Year award ceremony with President Obama, expressed confidence in the country's schools.

Student Body in 2005, its homecoming dance was poorly attended. This year, 370 out of the school's 400 students bought tickets, drawn by the magnificent makeover that Charbonneau, paintbrush in hand, inspired students to give to the school. As yearbook adviser, he wanted to instill in students a sense of historical relevance. With his guidance, they scanned and posted online the contents of every Zillah High School yearbook from 1919 through 2002. Formerly a financial drain on the school, the yearbook now nets thousands of dollars.

"If you list all the accolades and awards Jeff has won, they don't even begin to scratch the surface," says Rock Winters, an assistant principal and athletic director. "He's contagious the way he gets everyone going."

Somehow, Charbonneau finds time for gifted individual students as well. By the time Kathryn Moffat was a senior, she had exhausted all the science options available at the school. Charbonneau proposed teaching her and another student theoretical physics. "It would have seemed overreaching to ask him to teach us during his prep period," says Moffat, who is now studying for her master's at Georgetown University, but Charbonneau volunteered. "He thought it would be exciting to teach something new."

Does he ever sleep? "I'm blessed with

CONTINUED ON PAGE 36

ELEMENTS OF EXCELLENCE

CONTINUED FROM PAGE 35

insomnia," he says; he's also blessed with an ability to schedule. At his desk every day by 6:45 a.m., he works until 5 p.m., when he returns home to dine and spend the evening with his wife, Monika, a human resources analyst, and their children, Andrew, 6, and Makayla, 4. After they go to bed at 9 p.m., he returns to the school to grade papers and design and construct new projects.

Surprisingly, medicine, not teaching, was Charbonneau's original passion. But when he volunteered to tutor students in biology during his sophomore year at Central Washington University, his orientation changed. "I was thinking more about my next tutoring job than about my own studies," he says. After switching majors, he graduated—the first in his family to finish college—and then showed up for an interview at his high school alma mater, where, in fact, he had not been a notable student. "The superintendent and principal who hired me were different from the ones who were there when I was—the only reason I got the job," he jokes.

During the award ceremony with President Obama at the White House, Charbonneau expressed confidence in American schools. "I

"I have the greatest job in the world."

—Jeff Charbonneau



DAVID GOEHNER OF EDUCATIONAL SERVICE DISTRICT 105

firmly believe that we are a nation of succeeding schools," he said to an audience that included his mother, a human resource analyst for Yakima Valley Libraries, and his father, a customer service phone agent for Costco. "It is time that the real message of education is shared, that the students of public education in the United States have some of the best opportunities to succeed."

As Teacher of the Year, Charbonneau will

travel, sharing his expertise with educators across the United States and in China, Japan, New Zealand and other countries. Upon his return, he knows exactly where he will be: "Right back here in the classroom." As he told President Obama, "With all due respect, I have the greatest job in the world."

Fran Schumer writes on a variety of topics including education.

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SHUTTERSTOCK

Campus life in *style*

How to plan the perfect dorm room, apartment or other pad

By Erik J. Martin

IF SPRING WAS a bright golden sunset for recent high school graduate Chloe Castleberry, autumn looms on the horizon like an over-cast dawn. That's because, like countless other college-bound kids, Castleberry is preparing to say goodbye to the comforts of home (in her case, in Atlanta) and hello to a compact dorm room she's never seen and a roommate she's never met in person.

"I'm anxious to move in, but I know I'll have to plan this out pretty well ahead of time," says Castleberry, an incoming freshman at the University of Missouri in Columbia, Missouri. "My goal is to make our dorm room a fun, friendly space like my room at home, with lots of color and personality."

Whether it's a dorm, apartment or other digs, moving into a space on or off campus can be stressful. But with the right strategizing

and shopping, you can customize a college residence to maximize spatial efficiency and reflect your personality.

Connor Regan, a sophomore soon heading to a single-unit dorm at Northwestern University in Evanston, Illinois, says the key to giving your abode a functional and visitor-friendly flow is to aim for optimal open space.

"These rooms already feel small, so if you jam-pack them with too much furniture and

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Planning ahead can provide students with a cohesive and welcoming study-and-live space. (Items above for illustrative purposes only. See Costco.com for similar items.)

accessories you'll have a cluttered and claustrophobic look," says Regan, who plans to reuse last year's storage containers and other items but will likely spend \$300 for a new mini-fridge, egg chair and clothes hamper. "You want it to be comfortable yet simple."

Most pre-furnished dorms include a bed, desk and chair set, lighting fixtures and a closet/wardrobe area. Many students round out these rooms with an entertainment center to hold a TV, game console and music system; a lounge chair; stackable/modular storage containers; and various décor. Unfurnished residences typically require all these items plus extra furniture such as a couch and a dining table and chairs.

Advanced scouting is essential to planning a well-arranged college dwelling. Aim to visit the residence well ahead of moving day, take measurements and pictures of the room(s) or ask the college for checklists and room layout configurations. Also, communicate with any roommates on how to divvy up the space and coordinate colors and themes.

"Draw a floor plan so you can understand the room's natural flow, which will help you tremendously when purchasing furniture," says Shandra Ward, an interior designer with Signature Designs Interiors and Events in Houston and a Costco member. "Get items that fit and don't overcrowd your space or interfere with the natural flow. [Many stores] have made

CONTINUED ON PAGE 38

CAMPUS LIFE

CONTINUED FROM PAGE 37

it easy and affordable for students to create the perfect living space by providing a variety of compact and dual-purpose furnishings.”

Additionally, focus on comfort, practicality and a “less is more” philosophy, says Costco member Melissa Schmalenberger, CEO of MS. Simplicity in Fargo, North Dakota.


“For boys, I’ve found that style really isn’t that important—it’s about who’s bringing the TV and the Xbox,” she says. “For girls, it may be a certain theme such as an animal print or a certain color.”

Matthew Fantau, a senior at Seton Hall University in South Orange, New Jersey, who will be sharing a rented home with several roommates this fall, recommends the least expensive approach when hunting for furniture.

“Although the furniture may not match, it’s more about being accommodating to everyday life,” says Fantau, whose parents are Costco members. “You can always use accessories to tie things together and create a vibe, and posters and other aesthetic decorations allow you to put your personal flair on your space.”

Parents can ease this transition tremendously by getting and staying involved.

“I made checklists for my children and helped them plan things out well in advance. We reuse a lot of the same stuff we’ve already had, and I buy them the items that need to be replaced,” says Costco member Anna Molin, a mother in Totowa, New Jersey, whose daughter and son live on separate campuses in New York.

“Preparing for a major move can be overwhelming for these kids, which is where parents can help,” she says. 

Costco member Erik J. Martin is a Chicago-based freelance writer.

Tips to best equip your college quarters

- Organize vertically: Bunk your beds or loft your bed high and use the space beneath for storage.
- Choose furniture with multiple uses (e.g., a futon, sleeper sofa or storage ottoman).
- Look for affordable yet durable products that can last at least a few years.
- Keep all receipts in case items clash or don’t fit on moving day.
- Have the furniture/décor you purchase online shipped directly to your residence.—EJM

Back-to-school technology

Choosing the right tools for your student

By Andy Penfold

WHILE GETTING YOUR kids to go on back-to-school shopping trips for basic school supplies can be a challenge, shopping for technology is more appealing. And whether you’re equipping a 5-year-old for year one or packing a semi-adult off to college, a computer is essential.

Which computer you choose will depend on a wide range of factors, from your budget to the student’s needs. The good news is that for general use—watching multimedia on the Internet, typing essays and emailing classmates—you can pick up a perfectly passable computer for a few hundred dollars.

Narrow your search

The choice is immense, so it’s a good idea to think about how you can narrow your search. First, you’ll need to think about whether to get a desktop or a portable laptop. A desktop might be good for younger children if you want to set it up in a family area and keep an eye on their activity. A laptop is more suited to students who need to take their computer to collaborative working sessions or lectures.

These days, it’s virtually impossible to buy a computer that isn’t cut out for everyday tasks such as word processing, Internet surfing, number crunching, media playing and even basic video work. However, if you’re buying a computer for a student specializing in animation, video editing, music tech or other technology-heavy subjects, you’ll need to look at powerful processors, bigger screens and generally a much bulkier unit.

There are other ergonomic features to consider. For example, many laptops don’t have a numeric keyboard on the right side of the

standard keyboard—which could be a real pain for a mathematics or business student.

Accessorizing


Once you’ve picked a model that suits your child’s needs, a few additions can make all the difference to the setup. A good set of external speakers is essential if your student is going to be using the computer for multimedia. And with music collections increasingly stored on hard drives or the cloud, a computer with good sound can easily replace a separate stereo.

Although it might seem contraindicated for a laptop, a mouse is actually another essential purchase. Laptop trackpads do the job on the go, but nothing beats a mouse when it comes to working quickly at a table or desk. Higher-end models also offer programmable buttons that let you carry out often-used commands quickly.

Creative students may also want to investigate pen-and-tablet devices. These replace or work alongside a mouse and offer a more real-world feel using a pen-based input method.

A monitor may be a wise purchase, even if you buy a laptop. Students spend so much work and leisure time hunched over a laptop screen that it can be an ergonomic nightmare. Wire a laptop to a large high-definition monitor and you can correct your children’s working posture as well as make their room the go-to destination for Blu-ray screenings in their dorms.

Few students want to do their homework once, let alone twice, so backing up work is essential. An external hard drive will let students automate backups, and it’s also worth investigating online storage services, such as Dropbox (www.dropbox.com).

With this much technology at their disposal, the biggest challenge for your offspring will be focusing on their studies. 

Andy Penfold is a London-based freelance technology writer.



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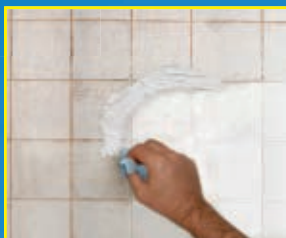
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STEVEN LAT

Reading, writing and ... money

Teaching kids finances is a skill for life

By Kelly Putter

HELPING KIDS DEVELOP money smarts is something many parents overlook in their quest to raise well-rounded, happy members of society. But a home-schooling entrepreneur from Uxbridge, Ontario, is working to change that. Amanda van der Gulik believes that upping kids' financial IQ is as important as any traditional subject taught in school.

"Why would you not teach your child how to swim, if you knew that once they grew up they would have to swim to survive," says the 39-year-old mother of two. "I say, don't allow your child to drown in debt due to a lack of financial intelligence."

Van der Gulik, a Costco member, has designed a home-study program that teaches the ABCs of money matters. For starters, she says that parents need to conquer their "big bugaboo" around money—and the sooner they open up about family finances, the better. She says financial illiteracy is affecting marriages, more of which are ending due to money troubles, and driving up bankruptcy rates, especially among those under 30.

Kids, she says, can be entrepreneurs by generating money based on their particular passions, gifts and abilities. She also recommends that parents teach children how to

leverage their time and money, bone up on the magic of compound interest and explore the freedom that comes with passive income.

"I want to empower kids, and this is my way of doing so," says van der Gulik. "If you have to ask or beg for money, it doesn't feel good. When you create your own money, you feel so confident. You're giving something of value back to the world."

So how do kids create their own cash? If they excel in dance, karate or French, they can offer to tutor other kids in the neighborhood—for a fee, of course. Or, they can make a video of their special soccer moves or face-painting techniques, which they can sell online. Simple lawn and garden services, dog walking or running errands for seniors are good entrepreneurial jobs kids can take on fairly easily. Even the classic lemonade stand may work well if you live in a warm climate and are near a well-traveled area or street.

A former teaching assistant and tutor, van der Gulik uses storytelling as the main teaching method in a 12-module course at www.teachingchildrenaboutmoney.com. Through audio, video, cartoons, storybooks, novels and workbooks, students learn about setting goals, how to value money and how to stay focused on the road to financial success.

"One of the best ways to approach your children about money is to come up with a collective goal, such as a trip or a Wii system for the whole family," advises van der Gulik,



Amanda
van der Gulik

Helpful resources for money-smart kids

WHEN IT COMES to teaching kids about the grown-up world of cash, lots of information and resources are available:

- **Moonjar Moneyboxes** (www.moonjar.com) offers a new spin on the old-fashioned piggy bank. **Kids' Money** is designed to help children develop successful money management habits and become financially responsible adults (www.kidsmoney.org). Or get a free **Money Smarts 4 Kids Kit** (www.moneysmarts4kids.com).

- Try **online money games** at <http://kids.usa.gov> and FamZoo (www.famzoo.com).

- **Money apps** include www.workingmother.com; <http://bestappsforkids.com>

- **Nonprofits** dedicated to financial education include the National Endowment for Financial Education (www.nefe.org), the National Financial Educators Council (www.financialeducatorsCouncil.org) and Jump Start (www.jumpstart.org).—KP

who practices what she preaches as a real estate investor and cake decorator. "Kids feel so bonded when they see their parents treating them as an equal."

In the four years she's been offering her online course, van der Gulik has acquired hundreds of students, mainly in North America, but also in the United Kingdom, Australia, New Zealand, Malaysia and India.

Underlying her entrepreneurial spirit is the firm belief that all children get an automatic boost of self-esteem by applying the skills learned from an education in economics.

"By saying things like 'We can't afford it,' we program children with a scarcity mentality of 'I don't have the money. I can't afford it. I'm not good enough,'" she says. "If you change that into 'How can I make it happen?,' it changes your brain and you'll think, 'OK, I have to find a way.'" ☐

Kelly Putter is a freelance writer based in Beamsville, Ontario.



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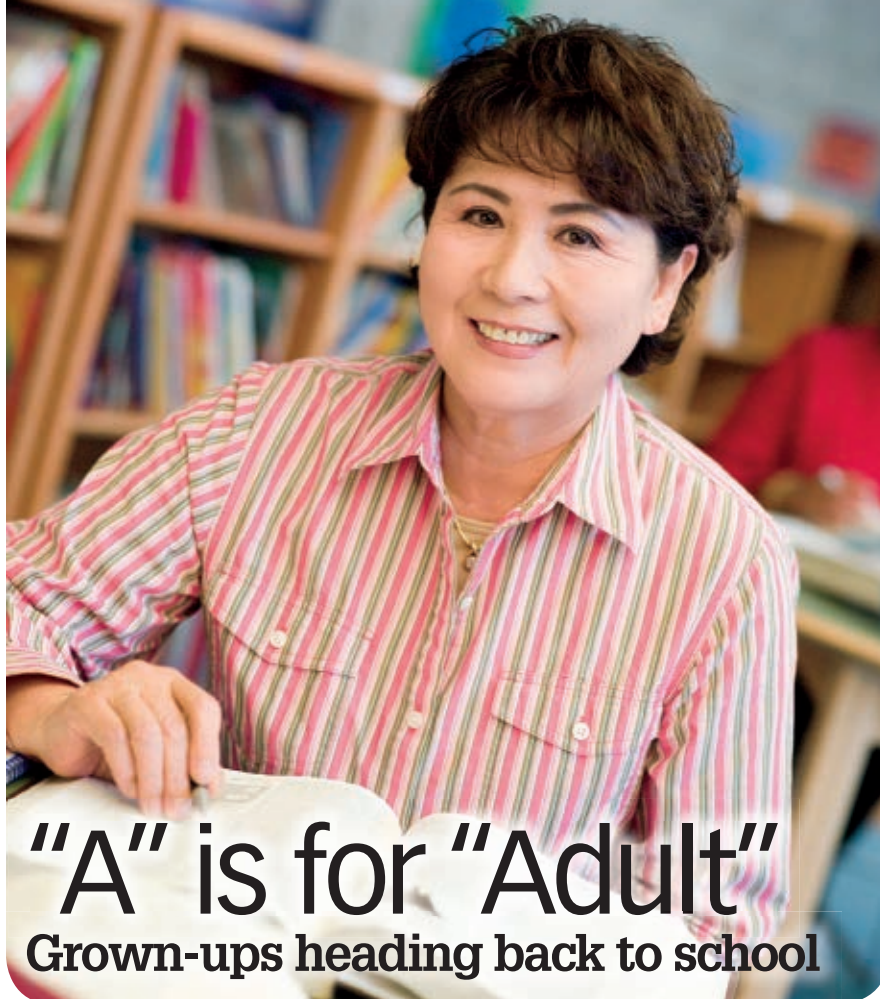
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- 370 courses offered by 62 universities from 16 countries at www.coursera.org
- Other websites include www.open.culture.com, www.udacity.com and www.edx.org



"A" is for "Adult"

Grown-ups heading back to school

By Sally Abrahms

ADULTS OF ALL ages are returning to school to learn new skills so they can snag better jobs, change careers or simply have the pure pleasure of acquiring knowledge. The National Center for Education Statistics reports that 8 million older adults (defined as beyond the typical 18- to 22-year-old age range) were enrolled in college in 2010, while the Apollo Research Institute projects enrollment will grow 20 percent by 2016. According to the American Council of Education, more than 50 percent of students are older adults.

"We've moved beyond the traditional view of going to high school, then on to college and we're done," says Linda Morris, president of the American Association for Adult and Continuing Education (www.aaace.org). "We have a different framework, which is that learning is continuous throughout the life span. And, you have to do that to be competitive in today's marketplace."

Whether you're in or out of the workforce, being stimulated and mastering something new has benefits. It can help your brain stay agile, improve your mental health and keep you socially engaged. It can also be fun.

Consider the following options.

Adding up the opportunities

Community colleges. There are 1,132 community colleges nationwide, which means they are accessible to people who may have other demands on their time—working full-

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time, taking care of children, etc. Most offer six-month to two-year certificate and degree programs in high-demand fields such as healthcare and education as well as more typical college fare. Tuition and fees are, on average, 64 percent lower than at four-year universities. And, at close to half of public community colleges, students can earn a degree completely online.

The American Association of Community Colleges' Plus 50 Initiative (<http://plus50.aacc.nche.edu>) is geared to students ages 50 and older at 70 community colleges (and growing). The Plus 50 Initiative invests in community colleges to create or expand campus programs that engage the plus-50 student population, with a focus on workforce training and preparing for new careers.

Cynthia Fernandez, 56, of St. Louis, is in a Plus 50 Initiative program. She lost her job at a doctor's office and is getting an IT (information technology) user help desk certificate in just four months, preparing her to help employees with computer problems. "I'm excited about this new career," she says. "I'm learning a lot, and it's fun."

Adult and continuing education classes. You name it, they probably teach it at commu-

nity adult ed centers: astronomy, computers, tap dancing, poetry, English as a second language. Courses are offered at night as well as during the day, one time only or for several weeks.

Free online courses. Have you always wanted to go to Stanford, Princeton, Brown or the University of Michigan? Now you can, sort of. Massive open online courses (MOOC) aimed at large-scale interactive participation and open access via the Web are the rage. You can take more than 700 online courses with top professors, often for free or a nominal fee. You may receive a certificate or statement of completion or even, in some cases, university credit. For instance, Georgia Institute of Technology's MOOC Master of Science in Computer Science—a 10-course program taking about three years to complete—is \$7,000, a fraction of what it would cost at the school.

The Osher Lifelong Learning Institutes (<http://usm.maine.edu>). Fifty plus? Check out non-credit courses in art, music, literature, philosophy and scores of other subjects on college campuses and in libraries and senior centers in 290 cities. All 117 Osher programs are university affiliated. Some charge a membership fee that includes courses and lectures. Others have a nominal membership fee; you pay extra for classes, lectures and educational trips.

University-based retirement communities (UBRCs). More than 60 UBRCs are near or on college campuses, including Cornell, Dartmouth, Stanford, Penn State and Notre Dame. A UBRC offers independent living, assisted living and nursing care with a major learning component. On-site you'll find speaker series and mini educational courses or discussions. Residents can also head to their nearby adopted college and get schooled alongside 18- to 22-year-old students.

Reed Browning, 75, lives at Kendal at Granville (www.kendal.org), which is associated with Denison University. He's taken music theory, mid-level German and macroeconomics on the Ohio college campus.

"Folks who retire," says Browning, "don't want to retire their brains." ☐

Freelancer Sally Abrahms specializes in aging, work, health and education.

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Making powerful connections

Goal Zero brings solar power to African villages, and your backpack

By Teri Cettina

MOST ENTREPRENEURS start their companies for business reasons. Later, they may adopt a good cause as a way of giving back to their community.

Robert Workman flipped that axiom on its head: He started with a good cause, then spun a great business out of his innovative charity.

In 2005, after 30 years at the helm of a highly successful Utah arts-and-crafts business, Workman sold his company and planned to become a full-time philanthropist. A chance meeting led him to explore charity efforts in the Democratic Republic of the Congo. Workman was so moved by poverty, illiteracy and health issues in that African region that he founded a nonprofit organization, Teaching Individuals and Families Independence through Enterprise (TIFIE, www.tifie.org), to focus on this area. The goal: Create new local businesses and decrease poverty by putting families to work.

Through TIFIE, Workman helped establish a number of new Congolese companies. But a core issue nagging at him was creating sustainable power and lighting. For much of the year, the Congo is dark from 6 p.m. to 6 a.m. Many villages, lacking electricity, virtually shut down for 12 hours.

"Crime increases at night. Work grinds to a halt. Children can't study, unless by firelight," notes Workman.

And with no power, even during daylight hours villagers can't refrigerate food and medicine, or get immediate news of the outside world.

Bringing traditional electric power to these remote towns would have been prohibitively expensive, so Workman explored solar power—sunlight being an abundant natural resource in Africa. His team also focused on shrinking the size of solar panels so they'd be

"I tell our staff all the time—it's sort of our motto—when you do good, you get good. It's that simple."

—Robert Workman

Above: Professional angler Jarrett Edwards charges his phone with a Goal Zero kit—and the power of the sun—at Lake Powell, Utah.

easier and cheaper to move and use.

"Our initial goal was simply to power one school in the Congo," recalls Workman. But before long, he and TIFIE developed a broader concept: Light a Village. TIFIE subsidized half the cost of bringing its new, compact solar systems to a pilot Congolese village, and required townspeople to pay the other half. So far, Light a Village has solar-powered the homes of a half-dozen African communities, bringing light to some 55 homes. Also, sales and installation jobs have been turned over to local residents.

Just as important, the program is serving as a model for other communities in developing countries, and it's expected that the concept will expand quickly, now that people can clearly see its benefits.

"Along the way to 'saving the world,' as we saw it, we realized we also had a miraculous consumer product in our portable solar devices," Workman says. Outdoor enthusiasts and environmental advocates, as well as emergency-preparedness teams working in blackouts and natural disasters, could all benefit from the portable systems. Goal Zero, the corporation, was born.



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Comments about Costco:

"If I had to name one company that really helped us launch our business, it would be Costco. They broke down barriers for us, helped us if we made mistakes and overwhelmingly believed in us and our products."

—Goal Zero CEO, Joe Atkin



Tablet or smartphone?

Scan or click here for a video about Goal Zero's involvement with Light a Village. (See page 5 for scanning details.)

"We took solar panels off rooftops—where you normally see them—and shrunk them so they'd fit in backpacks," says CEO Joe Atkin. "We also supercharged our systems so they power electronics in about the same amount of time as plugging them into wall sockets."

A hiker, for instance, can charge the 1-pound Guide 10 Plus Adventure Kit (it's about the size of a book) in three to four hours of daylight, then easily use it to recharge a phone, MP3 player or notebook computer.

Why the name Goal Zero? In addition to the goal of zero reliance on traditional power, Atkin says the company runs on "zero-based" corporate goals: "Zero apathy—we're passionate about what we do. Zero boundaries—there's no limit to our new product ideas. And zero regrets—we take smart risks in our business development."

The groundbreaking company that started as a charity has grown quickly and powerfully. In 2010, Goal Zero boasted gross revenue of \$1 million; in 2012, the company hit \$33 million. Workman credits a significant part of his company's success to its products' placement in Costco warehouses during Special Events and on Costco.com.

He says, "I tell our staff all the time—it's sort of our motto—when you do good, you get good. It's that simple." [H]

Teri Cettina, <http://cettinaworks.com>, is a Portland, Oregon, freelance writer.

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Gluten free: Necessity or choice?

Avoiding gluten can have positive and negative effects

By **Marijke Vroomen Durning**

"GLUTEN FREE." You might have noticed this phrase popping up in grocery stores and on restaurant menus, but what does it mean?

Gluten is a protein found in grains such as wheat, rye and barley. It's an ingredient in bread, pasta and baked goods, and is even included in products that may surprise you, such as some medications and candy.

Gluten free by necessity

For most of us, gluten is harmless, but it is poison for people with celiac disease. They can't have any gluten at all because it damages the lining of their small intestine, says registered dietitian Shelley Case, author of *Gluten-Free Diet: A Comprehensive Resource Guide* (Case Nutrition Consulting Inc., 2010; not available at Costco). Even the tiniest bit can cause harm. The lining absorbs fewer nutrients as it is destroyed, causing malnutrition and other complications, such as osteoporosis and anemia.

A second group of people, those with non-celiac gluten sensitivity, can't consume gluten either. While they don't develop intestinal damage, gluten may cause them to suffer from symptoms such as abdominal pain, bloating, gas, diarrhea or constipation.

The gluten-free choice

There is a third group of people who avoid gluten: those who believe that a gluten-free diet is a healthier diet and a way to lose weight.

It's true that many people drop some pounds when they go gluten free, Case says, but it's not necessarily because they eliminated the gluten. "There is no scientific evidence to show that going gluten free will cause you to lose weight," she explains. What happens is that when people follow a gluten-free diet,

they are more likely to be eating better overall. They avoid breads, pastas, cakes and cookies, for example. "They're eating more fruits, vegetables, legumes and other lower-fat products," Case says. "They're reducing calories and replacing them with more nutrient-dense foods. That's the main reason why they're losing weight."


Be careful if avoiding gluten

People who avoid gluten must be aware that they may not get enough fiber and nutrients from their diet, Case warns. "Many gluten-free products are made with refined white rice flour and starches, which are not only low in fiber but [low] in iron and B vitamins." She also warns that if people replace their favorite cookies or cakes with gluten-free products, they may see their weight go up instead of down. This is because of the extra fat and sugar that must be used to get the desired taste and texture.

Enjoying gluten-free foods

Some people who must go gluten free are sad that they may have to forgo old favorites and flavorful foods, says executive chef Peter Pollay, owner of Posana Cafe, a gluten-free restaurant in Asheville, North Carolina. Pollay's wife was diagnosed with celiac disease eight years ago, and he has been cooking gluten free personally and professionally ever since.

While people on a gluten-free diet may have to give up some foods, there are ways around their limitations, Pollay says. For example, he developed a fried chicken and gravy recipe that is both delicious and gluten free. And as for taste, "If you think something doesn't taste as good, a very easy way to bring out the flavor of everything is just using fresh herbs," he suggests.

Whether you are gluten free by necessity or choice, finding the right combinations of safe foods and good flavors may be challenging, but it can be done. 

Marijke Vroomen Durning is a health writer and registered nurse in Montreal, Quebec.

Posana's Fried Chicken with Sausage Gravy

Flour mixture

- 1 cup cornstarch
- 1 cup white rice flour
- ½ cup corn flour
- 2 tablespoons smoked paprika
- 1 tablespoon onion powder
- 1 tablespoon garlic powder
- 1 tablespoon salt
- 1 tablespoon pepper

Place all ingredients in a bowl, mix thoroughly and set aside.

Gravy

- ¼ cup white rice flour
- 1 teaspoon potato starch
- 1 teaspoon cornstarch
- ½ pound raw breakfast sausage
- 3 tablespoons unsalted butter
- 3 cups whole milk

Salt and pepper to taste

Mix together white rice flour, potato starch and cornstarch, and set aside. Cook sausage in a medium saucepan, breaking it into smaller pieces while cooking. Add butter. When melted, add rice flour mixture and stir. When completely smooth, add milk and reduce heat to medium. Let mixture thicken, stirring occasionally, and season with salt and pepper to taste.



Fried chicken

- 4 boneless, skinless chicken breasts
- 4 ounces buttermilk
- 4 ounces canola oil

Soak chicken breasts in the buttermilk in a bowl. Add oil to a cast-iron skillet or sauté pan and heat on medium-high. When oil is hot, remove chicken from buttermilk and let excess drip off.

Place chicken in the flour mixture to thoroughly coat. Gently place breaded chicken in pan and cook until golden brown. Turn to other side. When second side is golden brown, remove chicken and place on rack. Serves 4.

Tip: If chicken breasts are thick, place in a 375 F oven for 7 minutes to finish cooking.

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August MediAlert Awareness



MEDICALERT FOUNDATION has pioneered networked delivery of critical health, personal and legal information since 1956. Medical bracelets, IDs and other jewelry from MediAlert inform emergency responders of underlying medical conditions a patient may have, such as allergies, anaphylaxes, diabetes or autism.

Beyond the initial recognition provided by the jewelry, responders can also access the MediAlert network by phone or mobile app for patient-managed emergency medical records and family notification contacts. Advance directives are available that indicate a patient's choice of treatments if he or she were dying or permanently unconscious. Such directives might include but are not limited to patient preferences concerning:

- The use of dialysis or breathing machines
- Whether or not to be resuscitated if breathing or heartbeat stops
- The use of feeding tubes
- Organ donation wishes

For those suffering from Alzheimer's disease, MediAlert Safe Return aids a return home for those patients who may wander and become lost due to dementia-related episodes.

MediAlert Foundation programs address the needs of sick or well patients of all ages. To learn more, visit www.medicalert.org. —David Wight



Tablet or smartphone?
Scan or click here to see a video about MediAlert Safe Return. (See page 5 for scanning details.)

MediAlert offer

MediAlert is offering Costco members a 10 percent discount on any of its products during August. To receive the discount, members should visit www.medicalert.org to browse products, and use coupon code "COSTCO" at checkout.

Healthy summer, healthy back-to-school

By Joseph Hanna

GETTING YOUR kids to eat right can be a challenge at times, especially during summer break, when plans for healthy eating can hit a snag. It's never too early to provide the right nutrition to keep young minds active and healthy. Start them off right by following these simple nutrition tips.



Joseph Hanna

■ Make sure your child never skips breakfast. A nutritious breakfast gives kids the essential nutrients and energy they need to perform their best at school.

■ Be lunch wise by preparing balanced and nutritious meals and snacks for your child that include all four food groups seen in the U.S. Dietary Guidelines for Americans (www.health.gov/dietaryguidelines). Limit fast food and junk food, which tend to be high in salt and contain more bad fats than good.

■ Keep your child's lunch interesting and fun, but healthful. For example, pack the ingredients for a wholesome sandwich and let your child put it together. Make fruits and vegetables fun by cutting them up in playful shapes.

■ Ensure that your child is getting five servings of fruits and vegetables a day.

■ Get rid of soda and other sweetened drinks from your child's diet. These drinks add extra calories because they are high in sugar. Replace them with water or a nutritious beverage such as low-fat milk, which contains good amounts of calcium and vitamin D for strong bones and teeth.



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■ Balanced nutrition goes hand in hand with physical activity. Most children would benefit from at least one hour of moderate to vigorous physical activity every day.

■ Be a role model for your kids and eat and play healthfully yourself.

For more information on nutritious eating for your family, visit the USDA Center for Nutrition Policy and Promotion website at www.cnpp.usda.gov. [E]

Joseph Hanna, B.Sc. Phm., CDE, CGP, is a Costco Pharmacy professional services manager.

Children's eye health

AS MANY KIDS gear up for school, Prevent Blindness America (www.preventblindness.org) wants to encourage parents to add "get my child's eyes checked" to their list of things to do. Having a child's vision tested by an eye care professional can help him or her toward greater success in the classroom, since much of a child's learning is done visually. Some students who have been diagnosed with learning disabilities may simply have a vision problem.

Parents should also watch for:

- Eyes don't line up; one eye appears crossed or looks outward
- Eyelids are red-rimmed, crusted or swollen
- Eyes are watery or red (inflamed)

See a professional if your child:

- Rubs eyes a lot
- Closes or covers one eye

- Tilts head or thrusts head forward
- Has trouble reading or doing other close-up work, or holds objects close to eyes to see
- Blinks more than usual or seems cranky when doing close-up work
- Squints or frowns
- Says, "I feel dizzy," "I have a headache" or "I feel sick/nauseous" after doing close-up work
- Says, "Everything looks blurry" or "I see double." [E]

The Costco Connection

Costco members may bring their children in for scheduled eye exams. Please check with your local warehouse for appointment hours, or visit Costco.com and click "Optical" under "Locations & Services" for more information.



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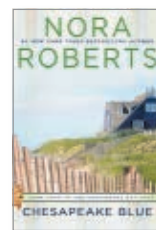
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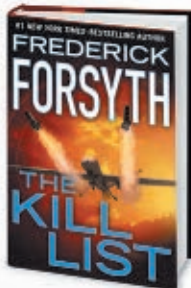
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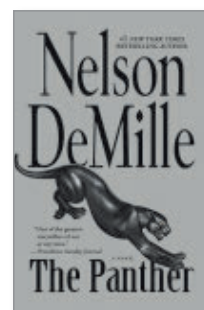
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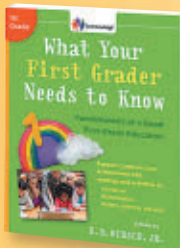
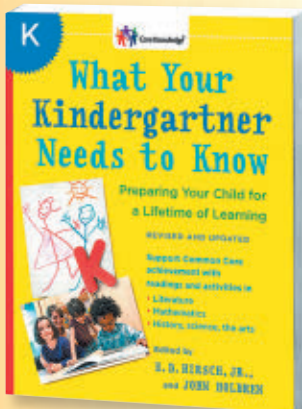
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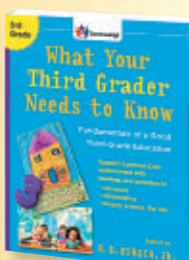
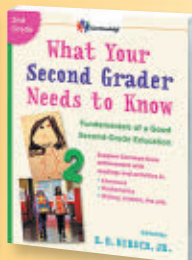
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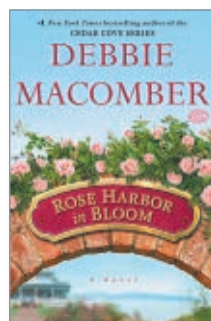
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In the writing grove

Writer's childhood experiences bear fruit

By Michael Evans

MOST PEOPLE THINK writing their first book is a daunting task, something that takes a lifetime. It didn't take Amanda Coplin her entire life to complete her acclaimed debut novel, *The Orchardist*. It did, however, take eight years, a quarter of the 32-year-old writer's lifetime.

While Coplin has been an aspiring wordsmith ever since her mother read to her as a child, her burgeoning literary career followed mostly an academic course. An undergraduate English degree at the University of Oregon led to the master of fine arts creative writing program at the University of Minnesota, where, in the early 2000s, Coplin's long-gestating novel came to fruition. Inspired by—but not based on, she likes to point out—her real-life fruit-tree-tending grandfather, *The Orchardist* was a labor of love that quickly outgrew its roots.

"I wanted to write short stories. But then I got bit by the novel bug ... which was good, as [novels are] easier to sell than books of short stories," laughs Coplin during a conversation with *The Connection* in Portland, Oregon, where she lives.

Set at the turn of the 20th century in the bucolic countryside near Coplin's birthplace—Wenatchee, Washington, in the central part of the state—*The Orchardist* details the increasingly complicated lives of its title character, middle-age-plus William

Talmadge, and the pair of troubled pregnant teens he fatefully encounters.

"From the very beginning I had these characters but didn't know how to frame them," she says. "[At one point] it was a real magical-realist fantasy, with some people as ghosts; it was a totally different book. I just felt like I had to write everything in order to get where I was going."



CORINA BENSTEIN


Amanda Coplin

Coplin made her way out of her storytelling quagmire in part with the help of her teacher and mentor at Minnesota, noted author Charles Baxter. "He would teach us to do the simple things," she says of Baxter, "but I would always do the crazy [plot] things because it was fun." Eventually, she saw a more streamlined approach was in order. When her literary agent gently suggested she ditch the fragmented timeline that she'd favored for years and try chronological order instead, it all fell into place. "Once I did that, it became a real book," she says.

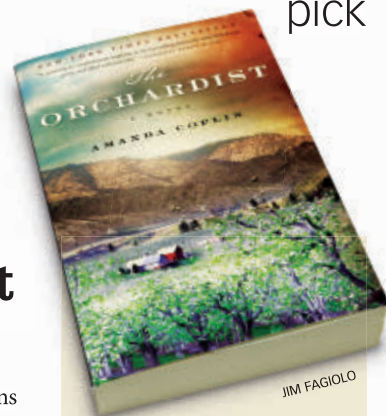
There is no doubt the agricultural setting is as important a character as any in the book. Coplin found great inspiration not only in her grandfather but also in the visceral impact of the land where he lived and worked.

"I've always been—'fascinated' is not the right word—but haunted by that landscape," she says of the Wenatchee area. "The book is fueled by the tension of loving a place, how it looks, but knowing that it's not naturally supposed to be like that." Coplin wanted to portray a time when one could live right on the edge of wilderness and civilization, when a person could have a livelihood but also live in extreme solitude.

"I remember being young and wanting to write about an emotion, a feeling from that time and place, but not being able to fully articulate it," she recounts. "It's funny, to be an adult and to write a novel about that place and for it to still have the same effect."

"When I was writing I was aware of the symbolic meaning of trees and fruit, but I didn't look at anything too closely," she explains. "Certain images ... carry a lot of weight, but you don't know why—you just feel them. You just let the image do all the work. The whole point of the book is to wonder, but not to know." 

As a child, Michael Evans lived next door to an orchard. He now lives and writes in Portland, Oregon.



JIM FAGIOLLO

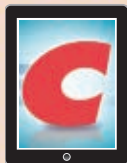
IT WOULD BE easy for me to love this month's book pick because it's set in the Pacific Northwest or because it's a first novel. The truth is, I'm singing the praises of *The Orchardist*, by Amanda Coplin, because it gets everything right.

The novel begins with a reclusive orchardist who loves and respects the land and the trees he tends. When two young, pregnant girls show up, they tap into his reservoirs of kindness and help him reconcile the ghosts of his past.

Coplin easily recreates the feel of the landscape. She's created fully fleshed-out characters who move through the story at just the right pace. And, perhaps most important of all, she shows the importance of family and how blood ties aren't nearly as important as the bonds of love we're capable of creating with others.

For more book picks, see page 61.

Signed book giveaway



Tablet or smartphone?

Scan or click here to enter the giveaway in our digital newsstand and online editions. (See page 5.)

COSTCO HAS 50 COPIES of Amanda Coplin's *The Orchardist* with signed bookplates to give away. To enter, go to Costco.com, search for "AugBookPick" and follow the instructions. Or print your name, address and daytime phone number on a postcard or letter and send it to: Amanda Coplin, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

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Pennie Clark Iannicciello,
Costco book buyer

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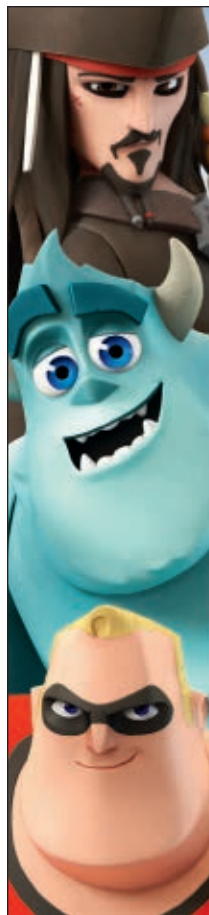
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Arkansas, Australia and apocalypse

Blu-rays boldly beckon

By Steve Fisher

IT MIGHT BE the dog days of summer, but the Blu-rays available at Costco this month are of a high pedigree. Crank up the air conditioning or the fan, prepare a bowl of your best popcorn and your favorite beverage, and settle in to watch.

***The Sapphires*.** One of the joys of covering new DVD releases is uncovering small gems that may not have gotten their due in movie theaters. This is one of those films. It's based on the true story of four Aboriginal girls in 1968 Australia (one of the co-writers, Tony Briggs, is a son and nephew of the original Sapphires) trying to find the fame and fortune that would allow them to escape the small, impoverished community in which they grew up. The story was first produced as a highly successful stage play across Australia. More than 150 actresses auditioned for the roles, and it's hard to imagine any of them being able to surpass the performances of the four chosen: Deborah Mailman, Jessica Mauboy, Shari Sebbens and Miranda Tapsell. Chris O'Dowd, who starred in *The IT Crowd*, *Bridesmaids* and HBO's *Family Tree*, plays a

down-on-his-luck musician and emcee who discovers the girls in a small-town talent contest and helps to form them into a top-notch soul group, Australia's answer to the Supremes, whose "big break" entails entertaining American troops in the harsh days of the Vietnam War. The film received a 10-minute standing ovation at the Cannes Film Festival. It will make you laugh, cry, get up and dance—and leave you feeling incredibly upbeat. PG-13. (8/6)

***Mud*.** Matthew McConaughey's career was launched more on his looks than his acting ability. However, he has been showing a different side of himself lately, and never more so than as Mud, a fully dimensional portrait of a man in trouble but in full control of his humanity. Mud is a fugitive, hiding on an island in the Mississippi River, in Arkansas. Two young teenage boys, exploring the island, encounter Mud, who enlists their aid in repairing a boat found on the island. Mud is wanted for murder, in defense of a woman he loves (Reese Witherspoon, in a small but intense role). The father of his victim arrives in town with a gang of vigilantes, searching for Mud to exact their own justice, and the boys try to unite the woman with Mud so the couple can escape to build a better life elsewhere. Despite setbacks and tragic circumstances in the film, it is imbued with love and hope. PG-13. (8/6)



JAMES BRIDGES/LIONSGATE

Top: In *The Sapphires*, four Aboriginal girls use their talents to make good.
Bottom: Matthew McConaughey as Mud gains the confidence of two young boys.

***Oblivion*.** Full disclosure: I am usually not a Tom Cruise fan, often finding his acting unbelievable. But in this film, Cruise is a definite asset, giving the movie an honesty and veracity that helps to draw the viewer in. The film itself is an ambitious story about a post-apocalyptic Earth and "one man's confrontation with the past that will lead him on a journey of redemption and discovery as he battles to save mankind." That's from Universal's description of the film. The plot is too complicated to try to describe in a short blurb, but the real stars of the film are its visual effects. An absolutely stunning, eye-popping experience is offered, even on a home screen, especially in Blu-ray. If, for some reason, you don't find the story compelling, turn off the sound, turn up some music and bask in the scenic splendor. Less than revered upon release, this is one of those movies that may just grow in esteem in retrospect. It is a film to be watched multiple times to fully appreciate and understand the story and characters. PG-13. (8/13)

Also available are *Epic* (PG, 8/20) and *Trance* (R, 8/6).



Tablet or smartphone?

Scan or click here for a *Mud* trailer. Scan or click the image above for a *Sapphires* trailer. (See page 5 for details.)

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August

Book buyers' picks

FICTION

***The Secret Keeper*, by Kate Morton.** My goal is to let as many people as possible know what a powerful writer Morton is. If you haven't read her yet, this book is a great place to start. During a party, 16-year-old Laurel Nicolson escapes to her childhood treehouse when she spies a stranger approaching the family's farm. She sees her mother, Dorothy, talk to the man, and before the day is over, Laurel witnesses a shocking crime. Now, 50 years later, the family is gathering for Dorothy's 90th birthday. Realizing that this may be her last chance, Laurel searches for answers to the questions that still haunt her.

—Beth Alley, inventory control specialist, books

***The Bartender's Tale*, by Ivan Doig.** In the poem "Sea Fever," John Masefield writes, "All I ask is a tall ship and a star to steer her by." Were I to pen a similar bit of poetry, I imagine all I'd ask would be a book by Ivan Doig and a light

to read it by. His new novel is set in a small Montana town in 1960. Tom Harry, the bartender at the town's main watering hole, and his 12-year-old son, Rusty, have been getting by just fine. Enter Proxy, a taxi dancer Tom used to know. In tow is Proxy's daughter Francine, and Proxy is pinning the paternity on Tom. Rusty watches it all unfold as he stands at the threshold of leaving his childhood behind.

—Scott Losse
inventory control specialist, books

NONFICTION

***Brick City: Global Icons to Make from LEGO*, by Warren Elsmore.** I cannot imagine a time when LEGO bricks won't hold a special place in my heart. I loved them as a child, and to this day I ooh and ah over the fabulous things people can and do make with them. This book is a perfect example, as it is filled with instructions to build everything

from Las Vegas' Mandalay Bay Hotel to Shanghai's Pearl Tower. To build on the fun, the book includes construction tips and two pull-out posters of different global landmarks.

—Shana Stowers, assistant buyer, books

***Foods That Harm, Foods That Heal Cookbook*, from Reader's Digest.** This year I've made it a priority to get away from my desk during lunch hour and go for a run or hit the gym. That change has led to a more active interest in what I eat. This cookbook takes the information from *Foods That Harm*, *Foods That Heal* and puts it into an easy-to-use guide and cookbook. The first part lists nearly 150 healing foods, the second part consists of more than 250 recipes and the third part lists ailments and the foods to either eat or avoid for that particular condition.

—Chris Burns
inventory control specialist, books



JIM FAGIOLI



Mad for magazines

this month. (Although it's only August, most of these will be the September issues.)

Cuisine for Two is a 200-page advertisement-free flipbook packed with ideas for meals for two. The *Cuisine for Two* side offers complete, restaurant-quality menus, while the other side, *Cuisine Tonight for Two*, features quick and easy recipe ideas.

Mastering a new recipe is a great feeling. The September issue of ***Food Network Magazine*** includes features on making everything from breakfast-cereal brittle to popcorn cupcakes and perfect pesto to homemade sodas.

Who needs baking school when ***Fall Baking*** from ***Better Homes and Gardens*** shows cooks how to make cobbler in an iron skillet and New York-style soft pretzels? Not to be missed is the section on pizza cookies and another with pie recipes for holiday gatherings.

Available in late August, ***Taste of Home Ultimate Halloween*** has party menus for kids and adults, along with costume and craft ideas.

Put together with DIYers of all skill levels in mind, volume 8 of ***Somerset Home*** has features on how to upcycle old furniture and how

to embroider your own place mats and tea towels. Additional articles show how to turn croquet mallets into a coat rack and how to add a touch of creativity when arranging your space.

The September issue of ***HGTV Magazine*** offers 50 ideas for updating a kitchen and tips for planting tulip bulbs in time for a colorful spring bloom. Jonathan and Drew Scott from the TV show *Property Brothers* weigh in on which materials they do and don't like for home remodels and renovations.

Maybe your education goals boil down to mastering the camera you purchased from Costco this year. ***The Ultimate Canon SLR Handbook*** has more than 200 pages (and a video disc) to help you get the most out of your Canon camera. This "bookazine" includes tutorials, a Canon Workshop course and a section on improving pictures by using Canon's free image-editing software.

—Stephanie E. Ponder

A CLASSROOM IS a great place to learn, but other opportunities to pick up new ideas for everything from cooking and baking to crafts and cameras are all around. One favorite source for inspiration is the glossy pages of magazines.

Here's a look at some of the magazines you'll find in your local Costco warehouse

The Costco Connection

Magazines are available—at a minimum 30 percent discount—in most warehouses.

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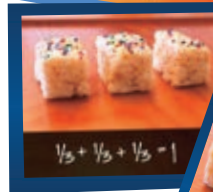


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$$\frac{1}{3} + \frac{1}{3} + \frac{1}{3} = 1$$



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1 WHOLE
1/2
3/4

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Wine meets GRILL

Great pairings for outdoor meals

By Annette Alvarez-Peters

AS YOU HEAD outside to fire up the barbecue on these warm summer days, you can cook up the classics—steaks, burgers and dogs—for your main dish. But why not mix it up? Take a stroll through the Costco fresh foods department and try something different to throw on the grill. And after you have made the commitment to be adventurous, make your way to the wine department, grab a bottle and get ready for a sure-to-please meal.



ROBIN FIELD

Surf and turf

For the grill, you can choose from a number of seafood items. Check out the delicious tilapia fillets; this mild-flavored white fish is firm enough to hold up on the grill and makes for excellent tacos. Pair them with a nice, crisp Sauvignon Blanc or a refreshing Spanish Albariño.

Are you in the mood for prawns? Stop by a Costco seafood roadshow and pick up succulent and sweet U-15 shrimp. For an effortless meal, simply brush the prawns with lemon, season to your liking and grill for a few minutes on each side. These beautiful

prawns taste great with a chilled, oaky California Chardonnay.

In August, fresh wild salmon can be found at all of the warehouses. This full-bodied fish is rich and flavorful. A big red wine with high levels of tannin can actually overwhelm this type of fish; a better option is to seek a wine lower in tannin, such as a Pinot Noir. If you feel the need to accentuate the flavors, make a sauce for your salmon using the same wine you will be drinking.

If you are considering a heartier meal, look into fresh pork baby back ribs—a nice, meaty cut. Some find the smokiness and the barbecue sauce that come with grilling ribs can make wine pairing a bit difficult. Stay away from wines with too much acid, as it will not enhance the flavors in your dish; instead, seek out a wine that is rich and juicy. Try a ripe California Zinfandel or a luscious Malbec from Argentina and make this a drool-worthy combination.

Something really different

Grilling vegetables is a quick and healthy option. There is an abundance of veggies to choose from, such as onions or peppers, which come in a beautiful array of colors that will liven up your plate. Portobello mushrooms are one of my favorite items to grill,

thanks to their incredible texture and flavor. Whether you choose to eat portobellos in a burger with all the fixings, or sliced in a salad, complement the earthy flavors of these mushrooms with a Merlot filled with fruitiness and minerality from Washington or Bordeaux.

Cooking fruit on a grill is also becoming quite popular. For a refreshing twist, add grilled peaches to a salad. Arrange grilled peaches and grilled shrimp on a bed of mixed greens, including arugula, for a quick starter. A crisp Riesling or a zesty Gewürztraminer from the Alsace region of France makes for a delightful pairing.

Another option is to end the meal with fruit. Give grilled pineapple or mangos a go. With their naturally high sugar content, bright colors and distinctive grill markings, they are as beautiful to look at as they are to eat.

The summer grilling season is the perfect occasion to peruse the fresh food and wine departments on your next visit to Costco. Gather your family and friends and treat everyone to a grilling adventure. It's time to pop open a bottle of wine, relax in the summer heat and enjoy. 🍷

Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.

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The burger, redefined

New twists on a summertime favorite

By Scott Jones

AMERICA HAS A long-standing love affair with the hamburger. Whether fresh off the griddle at a mom-and-pop diner or served on fine china in the toniest of settings, burgers are a classic comfort food and summer cookout favorite.

Driven by the local food movement and the melding of ethnic flavors and cultures, a new breed of boutique, burger-centric restaurants has popped up all over the country. You're as likely to find a Spanish-inspired patty topped with chorizo sausage and a fried egg as you are to see one made with wagyu beef stuffed with pimento cheese.

Yet, as devoted as we are to our favorite burger joint, some folks struggle to re-create that experience at home. Kelsey Nixon, star of Cooking Channel's *Kelsey's Essentials*, recommends using 80/20 ground chuck. The 20 percent fat in the blend adds flavor and helps retain moisture. Another favorite burger option is fresh ground beef.

Nixon has a few other tenets for mastering a homemade burger: Loosely form patties of equal thickness to keep from overworking the meat and make a quarter-size dimple in the middle of each patty to maintain a flat shape while cooking; once the burgers are on the grill or in the pan, turn them just once, and do not smash them, as that releases all the juicy goodness.

Where's the beef?

Burgers don't have to stop with beef. With the availability of so many ground meat options—everything from bison and pork to turkey and lamb—there's no end to the regional and global flavor twists.

Want to go meat free? "It's simple to make your own vegetarian or vegan burgers," affirms Costco member Roberto Martin, author of *Vegan Cooking for Carnivores* (Grand Central, 2012). Martin, who is also Ellen DeGeneres' personal chef, approaches his signature veggie burgers in a number of ways: "I can go with straight vegetables, like thick slices of eggplant and/or portobello mushroom, or I'll make

patties with lentils, chickpeas or black beans." He says the key to vegan, legume-based burgers is to add just enough bread crumbs to give the patties the same firmness as meatloaf so they'll hold up on the grill. Vegetarians can add an egg along with bread crumbs to help bind the ingredients.

Topping tips

If you're stuck in a toppings rut, shift gears with tasty options such as avocado slices, basil leaves, arugula, crispy pancetta or pickled carrots. "Burgers are like a blank canvas; you can go in all sorts of flavor directions with toppings and condiments—just have fun," urges Nixon. Stir together homemade flavor boosters such as wasabi mayonnaise, Sriracha sauce, hot sauce or chipotle barbecue sauce. Premade Mediterranean gems—think hummus and tzatziki—are terrific too.

Let your creativity carry over to the buns. There's a wide range of choices, including brioche, pretzel dough and sourdough. And don't overlook options like pita, focaccia or white bread. If you're into sliders, Hawaiian-style sweet rolls are a tasty option. For a crunchy, healthier "bun," wrap your burger in a few pieces of bibb lettuce.

Whatever combo you choose, experiment with a variety of tasty twists on this all-American treat. You'll definitely up the fun factor at your next party and create big-flavor burgers friends and family will love. 🍷

Scott Jones (www.jonesishungry.com) is a food, wine and travel writer.

The Costco Connection

Costco warehouses carry toppings, buns, rolls and bread, a variety of fresh and frozen ground beef as well as other meats, plus non-meat options such as eggplant, portobello mushroom and more for creating your own ultimate burger. Costco.com also offers certified organic prairie-grass-fed USDA ground beef and Kobe-style wagyu burgers.



COOKING CHANNEL

Custom-Blend Beef Patty Melt with Pimento Cheese

Recipe courtesy of Kelsey Nixon

- 10 ounces ground sirloin
- 6 ounces ground beef short ribs
- Kosher salt and cracked black pepper to taste
- ¼ cup vegetable oil
- 2 Spanish onions, thinly sliced
- 8 slices (½ inch thick) rye bread, buttered on one side

HOMEMADE PIMENTO CHEESE

- 8 ounces sharp cheddar, coarsely shredded
- ½ cup mayonnaise
- ½ cup finely chopped Vidalia onion
- 3½ ounces jarred pimentos, drained and diced
- 1 garlic clove, grated
- Dash of hot sauce



Asian Chicken Burgers with Spicy Lemongrass Mayo and Pickled Asian Slaw

Recipe courtesy of Kelsey Nixon

1½ pounds ground chicken, half dark and half white meat (ground turkey, optional)
2 tablespoons hoisin sauce
1 tablespoon toasted sesame oil
1 tablespoon soy sauce
4 garlic cloves, minced
4 scallions, green and white parts, minced
Kosher salt and freshly ground pepper to taste
4 sesame-seed hamburger buns, halved and buttered

SPICY LEMONGRASS MAYO

1 cup mayonnaise
1 to 2 tablespoons chili sauce, such as Sriracha
Zest and juice of 1 lime
1 tablespoon bruised and finely minced lemongrass
Kosher salt and freshly ground pepper to taste

PICKLED ASIAN SLAW

¼ cup rice wine vinegar
2 tablespoons toasted sesame oil
2 garlic cloves, minced
Kosher salt and cracked black pepper to taste
2 tablespoons thinly sliced pickled ginger
¼ small head napa cabbage, finely shredded (about 3 cups)
¼ red bell pepper, thinly sliced

Prepare the spicy lemongrass mayo: Mix together the mayonnaise, chili sauce, lime zest and juice, and lemongrass in a small bowl. Season with salt and pepper, and set aside. Makes 1 cup.

Prepare the pickled Asian slaw: Pour the rice wine vinegar into a mixing bowl and whisk in the sesame oil and garlic. Season with salt and pepper. Add the ginger, cabbage and bell pepper, and toss to coat with the dressing. Adjust the seasoning and let sit 20 minutes to let the flavors meld together before serving. Makes 2 cups.

Prepare the burgers: Combine the chicken, hoisin, sesame oil, soy sauce, garlic and scallions in a large bowl. Mix and form into 4 equal patties about ½ inch thick and 4 inches wide. These patties will be a bit wetter than your average patty because of the sauces and flavor in there. Sprinkle each side of the patties generously with salt and pepper. Create a small well in the center of each patty, using your thumb.

Cook the patties on the griddle over medium heat until golden brown on each side and 160 F internal temperature, 4 to 5 minutes per side. Because of the sugar content in these patties, they burn easily, so watch the heat. Let rest 5 minutes. Place the buns on the griddle buttered side down and toast them.

Spread some of the spicy lemongrass mayo on each half of the buns. Add the chicken patties and top with pickled Asian slaw. Finish with the top bun and serve with additional slaw and mayo on the side. Serves 4.

Prepare the homemade pimento cheese:

Blend the cheddar, mayonnaise, onion, pimentos, garlic and hot sauce in a food processor until well combined. Transfer the pimento cheese to a glass jar or bowl and refrigerate until firm, at least 1 hour. Makes 1¾ cups.

Prepare the burgers: Blend the ground sirloin and ground short ribs and sprinkle with salt and pepper. Loosely form the meat into 4 equal 4-ounce patties about ½ inch thick. Create a small well in the center of each beef patty, using your thumb.

Heat 2 tablespoons of the oil in a small sauté pan over medium heat. Cook the onions, sprinkling with salt and stirring occasionally, until caramelized, brown and soft, 25 to 30 minutes.

Season beef patties with salt and pepper to taste. Heat a large cast-iron skillet or griddle pan over high heat and add 1 to 2 tablespoons of the oil. Cook the burgers, well side up first, until browned on both sides, 3 to 4 minutes per side. Transfer to a plate.

Spread the homemade pimento cheese on the non-buttered side of each slice of bread. Top half of the bread slices with a pile of onions, then add the burger patties and top with the remaining bread slices.

Place the sandwiches on the griddle and toast until the bread is golden brown and the cheese is beginning to melt, 2 minutes per side. Serves 4.



COOKING CHANNEL

CREATE A BETTER BURGER WITH THE RIGHT CHEESE.



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Complement your burger with a Caprese salad
made with **BelGioioso Fresh Mozzarella**.

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Selection varies by location.

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Scan or click this ad for a video on BelGioioso cheese (see page 5).



Chicken Marbella

- ½ head of garlic, cloves peeled and puréed
- 2 tablespoons dried oregano
- Coarse salt and freshly ground pepper to taste
- ¼ cup red wine vinegar
- ¼ cup olive oil
- ½ cup Kirkland Signature Sunsweet Dried Plums
- ¼ cup pitted Spanish green olives
- ¼ cup capers with a bit of juice
- 3 bay leaves
- 2 chickens (about 2½ pounds each), quartered
- ¼ cup brown sugar
- ½ cup white wine
- 1 tablespoon fresh Italian parsley or cilantro, finely chopped

In a large bowl, combine garlic, oregano, salt and pepper, vinegar, olive oil, dried plums, olives, capers with caper juice and bay leaves. Add the chicken pieces and coat completely with the marinade. Cover and refrigerate overnight.

Heat oven to 350 F. Arrange chicken in a single layer in 1 or 2 large baking pans and spoon marinade over it evenly. Sprinkle chicken pieces with brown sugar and pour white wine around them. Bake for 50 minutes to 1 hour, basting frequently with the pan juices, until chicken is done (165 F internal temperature).

With a slotted spoon, transfer chicken, dried plums, olives and capers to a serving platter. Moisten with pan juices and sprinkle with parsley. Serve remaining sauce on the side. Makes 8 servings.



The Costco Connection

Kirkland Signature Sunsweet Dried Plums are available in most Costco warehouses.

Making a plum-back

Kirkland Signature Sunsweet Dried Plums

By Hana Medina

THE MID-AUGUST HEAT in California's Central Valley signifies the beginning of plum harvest season. D'Agen plums, the only variety used for commercial dried plums (formerly called prunes), are grown by more than 300 California farms that make up Sunsweet's grower-owned cooperative. D'Agen plums keep their naturally sweet taste long after they have been plucked from the branches, and only the largest and best-quality plums are picked for Kirkland Signature™ Sunsweet Dried Plums.

"Our prunes are different than everything else in the marketplace," says Trent Maple, Sunsweet's vice president of North America retail sales. "We have a patented process that pits the prune more delicately, which leaves the fruit round, plump and fully intact, whereas other pitting processes tend to leave prunes irregular, squashed or flattened."

After the plums are harvested, they are taken to a Sunsweet dryer (or dehydrator), where nearly 73 percent of the plums' natural water content is removed, concentrating the nutrients and the sweetness of the fruit. Maple says the dried fruit can be stored in this state until it's ready for packaging. The moisture level of the plums is raised back to 33 percent before they are shuffled into containers and shipped to Costco.

Health benefits

Dried plums are chock-full of health benefits beyond being a digestive aid. "This would fall into one of the highest-quality dried fruits in my opinion," Rebecca Barreto Ansorena, a registered dietitian at Baptist Hospital of Miami and a Costco member, says of this super fruit.

Dried plums are a good source of fiber, potassium, antioxidants and vitamins A, D and E. They are also fat free, cholesterol free and low in calories and sugar, according to Ansorena.

Researchers are still determining which proper-

ties of dried plums affect bone health, but many studies indicate that they may prevent and even reverse bone loss, making the fruit a great option for those diagnosed with or at risk for osteoporosis. Ansorena says that some studies have shown they reduce chronic inflammatory diseases, such as arthritis, due to their antioxidant properties. If that weren't enough, the heart also gets a boost from dried plums, since they are low in fat and cholesterol and high in natural fibers.

Dried plums can also satisfy a sweet tooth and help you feel full, good news for those trying to cut calories. "[Dried plums] have a low glycemic index, so the makeup of the sugars creates a sustainable sugar level, versus big peaks and valleys that you get with certain snacks," says Jeff McLemore, vice president of marketing for Sunsweet. Ansorena adds that the low glycemic index makes dried plums a diabetic-friendly snack as long as they are counted toward sugar intake.

How to eat them

Traditionally eaten right out of the package, dried plums make a great quick and healthy snack. "Because it really does help with regularity, start with one to five to make sure your body can tolerate it, because the impact it can have on your digestive system ranges from person to person," recommends Ansorena.

Dried plums also can be incorporated into baked goods and savory dishes, reduced in sauces for main dishes and even fed to babies as long as they're puréed to baby-food consistency. Ansorena purées her dried plums and uses them in place of oil in her favorite brownie recipe.

However you decide to incorporate them into your diet, you'll be doing your body a favor by eating this delicious fruit. ☑

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Use as directed.

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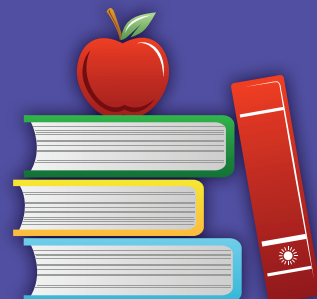
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The Kirkland Signature pet food line offers nutritionally superior options for every life stage of your pet. From puppies to seniors and small breeds to overweight dogs, we have a formula to fit your pet's specific needs. For dogs sensitive to grains, try Nature's Domain, quality grain-free formulas at an affordable price. We offer specialty varieties for cats too, such as healthy weight and hairball control.

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Diamond Pet Foods is a proud sponsor of the Costco Picture-Perfect Pets Photo Contest. See page 76 for more details.

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MEDIA BAKERY

Friends 'fur' life

Adopting a family pet

By JoAnna Haugen

ADDING A FURRY, finned or feathered critter into the family can be a fun and rewarding decision, but it isn't one that should be taken lightly. When you decide to adopt a pet, you're making a commitment to care for an animal for the duration of its life, which takes time, effort and money. Before signing the pet adoption papers, make sure you've thought through your decision and are properly prepared for the newest member of your family.

Hold a family meeting. Let everyone in the family voice his or her interest and expectations about having a pet. If someone is opposed to a certain kind of animal (or has severe allergies), listen to those concerns. It's also important to understand and be honest about why a family wants to have a pet. This is a conversation that should take place over a few weeks or even months. Emily Sims found her cat, Scout, after meeting him at his foster family's home. "My fiancé and I didn't take him home right away. We first discussed it to make sure we were both on board," she says.

Evaluate finances. "Having a pet can be quite costly," says Costco member Jason Nicholas, veterinarian and founder of The

Preventive Vet (www.thepreventivevet.com). In addition to buying food, litter, toys and bedding, medical care is an ongoing expense. "It goes beyond routine examinations," Nicholas says. Regular and unscheduled blood work, tests, medications and medical procedures can become costly, especially if injury or illness occurs, and as pets grow older.

Think about your lifestyle. Families with younger children may opt for a smaller, gentler pet, while those who are particularly active may want a dog that can trek and camp with them. Similarly, people should think about how much time they can commit. Do you travel a lot? Have a lot of post-work or school commitments? Will the animal be left on its own for long stretches of time during the day? If you're unsure what type or breed of animal to adopt, read up on the personality and characteristics of the animal, especially dogs and cats. You can also volunteer at a shelter to get a feel for how certain animals behave.

Consider rescue animals. Though there's a tendency to gravitate toward puppies and kittens, adopting an adult animal that has been rescued may be a good choice. Animals of this age are often already trained and socialized, and they may be more laid back. "It's important to consider the benefits of an adult or senior pet, especially if you are a first-time pet owner," says Lindsay Wood, a Costco member and the director of animal training and behavior at the Humane Society of Boulder Valley in Boulder, Colorado. "Don't overlook them, because they have so much to offer," she says.

Look beyond dogs and cats. Though most people focus on dogs and cats, consider other options. "Small mammals can be fantastic for families, especially those with young

Pet junction

Your local animal shelter is a great source for pet adoption information, but you can also visit these online resources to round out your research.

Petfinder: www.petfinder.com

Best Friends: <http://bestfriends.org>

American Humane Association:
<http://americanhumane.org/animals/adoption-pet-care>

children," Wood says, as they are "social, quite trainable and a lot of fun." Keep in mind that even small animals need time and care. Birds live for quite a long time, so they need a much greater time commitment, whereas fish are popular starter pets for families because they often require much less work.

Discuss expectations. Kids are usually excited about getting a pet and will promise to feed and care for it every day, but the luster often wears off and parents are left with the bulk of the responsibility. "The adults in the situation need to be very honest with themselves about what kind of time they have to provide the proper time and attention," Nicholas says. Put together a calendar that outlines expectations for everyone so there are no surprises.

Plan for the adoption. Before adopting a new family member, ask if there is a home visit program that lets you "test-drive" an animal to make sure it's a good fit. Avoid adopting over the holidays or other stressful times of the year. Make sure your family has the time and attention available to help your pet settle in to its new home and be properly trained and socialized. Be aware that many pet associations and rescue organizations have stipulations as to whether the animal is indoor only or not to be declawed. Make sure this also fits your expectations.

Prep the house. Pet-proof the house so that unsafe items are out of reach, and have bedding, housing, toys and food already set up and ready for use by the animal. Patience and flexibility on the part of all family members will make this transition period easier. "It took longer than we anticipated for Scout to adjust, but we were patient and willing to work with him," Sims says. "He was a rescue cat, and we have no idea what his life was like before he came to live with us."

Finally, you can prep your house and your family, but it's often impossible to prep your heart. Pets are more than just four-legged or feathered additions to a household; they quickly become part of the family. Make sure you're ready to welcome this family member for life. [C]

JoAnna Haugen is a Las Vegas-based writer and pet parent to four rescued pets.

The Costco Connection

Costco and Costco.com offer food, bedding, snacks, and grooming and health supplies and members can fill most pet prescriptions at Costco pharmacies.



End the flea family tree with Kirkland Signature Flea & Tick Control.

With Kirkland Signature Flea & Tick Control on, the pests stay off.

When treating your pet for fleas and ticks, most products kill the adult insects and call it a day. But did you know only 5% of the fleas in your home are adults? That means the other 95% hang around as flea eggs, larvae and pupae, just waiting to hatch and latch on to your pet.

To win the battle of the bugs, arm yourself with two things: knowledge and Kirkland Signature Flea & Tick Control. It's formulated not just to kill adult fleas and ticks, but, with an insect growth regulator, to kill flea eggs and larvae, too. Breaking the flea life cycle means your pet is protected after just one application.

It's the clear choice.

Kirkland Signature is the choice you can feel good about. It breaks the flea life cycle by using a lanolin-based product for dogs and sesame oil for cats. These ingredients allow for an even distribution across your pet's skin while conditioning his or her coat. Just let the treatment spread, then give your pet a good brushing 24 hours after you apply.

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| Kills Ticks† | ✓ |
| Kills Flea Eggs | ✓ |
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† Kills deer ticks on cats

Guard your pet, home & yard.

Use Kirkland Signature Flea and Tick Control every 30 days to stay one step ahead of pests. Keep in mind, fleas can live in your home and yard, too, so it's important to treat all three areas. When you've protected all areas of your home, you'll stop those pests dead in their tracks and make sure they can't come back.

**Questions about treating your pet – even your home or yard?
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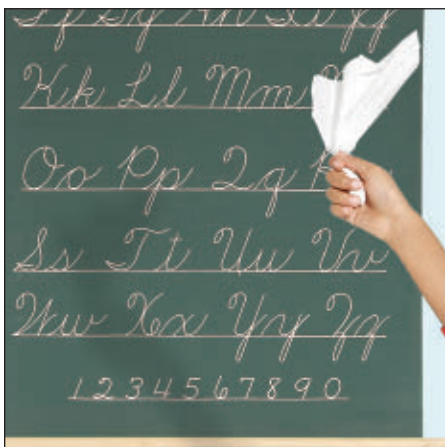
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Costco International Photo Contest • 2013



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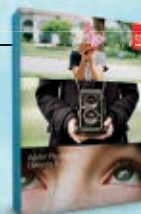


Contest
now
Open

Nothing captures a moment quite like a perfectly timed picture. And the timing couldn't be any better than this year, as the Costco International Photo Contest offers two new opportunities to demonstrate your photographic skills. Joining the wide-open "Give us your best shot" contest are the Johnson & Johnson Baby Photo

Contest and the Picture-Perfect Pets Photo Contest. Each Costco cardholder is allowed to enter a maximum of one photo in each of the contests (that's one, two or three photos). So get your camera ready to capture your best moments and give us your best shots!

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** Source: The NPD Group/Retail Tracking Service (April 2002 to March 2011) based on units sold (U.S. only).

New this year: two more ways to win

Johnson & Johnson Baby Photo Contest

Our search for the best baby photo has begun. Send in a photo of a child (newborn to 18-month-old) for a chance to win in the Johnson & Johnson Baby Photo Contest!



PHOTOALTO

Aveeno Baby Johnson's baby

Picture-Perfect Pets Photo Contest

They say dog is man's best friend. For many of us, that goes for our cats, birds and other pets as well. Give us your best pet shot for a chance to win in the Picture-Perfect Pets Photo Contest!



Photo Contests rules: There are three different photo contests: "Give us your best shot," "Johnson & Johnson Baby Photo" and "Picture-Perfect Pets." Each contest is open to legal residents of the 50 United States and Washington, D.C., age 18 or older, who are current Costco members as of 7/1/2013. One entry per member, per contest. Void where prohibited. To enter, visit www.costcophotocontest.com, choose a contest to enter and follow the entry instructions before 9/30/2013. Winning photos in each contest will be selected by a panel of judges based on certain criteria. Each contest is subject to the Official Rules. For more information (including prizes) and the Official Rules of each contest, visit www.costcophotocontest.com and click on the contest you want to enter. Sponsor of the contests: Costco Wholesale Corporation, PO Box 34088, Seattle, WA 98124. Prize Provider of the Baby Photo contest: Johnson & Johnson Services, Inc., One Johnson & Johnson Plaza, New Brunswick, NJ 08933.

Lion World Tours and Costco Travel

LION WORLD TOURS, winner of the South African Tourism Ubuntu Awards “Top Tour Operator for North America” 2010 through 2013, is a 50-year-old organization specializing in group and individual tours to southern and east Africa.

“This is precisely the kind of expertise we wanted to be able to offer our members through Costco Travel,” says Julie Schultz, assistant buyer for Costco Travel.

One of the exciting new **South Africa** packages offered by Lion World Tours is their Culinary Safari Tour, intimately tailored to accommodate only two people. The couple stays at the home of one of the top chefs in Cape Town and participates in cooking classes and demonstrations, and also takes part in a safari. Another tour, the Safari in Style package, allows travelers to explore the Madikwe Game Reserve in search of the “big five” in their natural habitat. A helicopter ride to the V&A (Victoria and Alfred) Waterfront and complimentary spa treatments are also highlights of this package.

Two luxury travel itineraries with Lion World Tours are available for touring **Botswana**, including the Luxury & Beyond and Luxury Adventure tours. With both itineraries, travelers stay in plush accommodations. “Close your eyes and imagine yourself in a five-star hotel; picture the walls coming down, and put canvas in its place,” says Lion World Tours president Lucille Sive.

According to Sive, “Africa can be an intimidating trip for many people, but Costco Travel recognizes the importance of Lion World Tours ensuring there is someone to meet the traveler every step of the way.” —AJ

Into Africa

Cultural and natural adventures abound

By Adrienne Jordan

DEEP IN THE dense bush of the Sabi Sand Reserve, a lioness growls deep in her throat. The low rumble is a curt warning as she struts in front of an open jeep with her cubs in tow. The strut, growl and a baleful glance are a trio of warnings to the awestruck humans that she will protect her young by any means. Almost as soon as she arrives, she disappears in a flurry of tawny orange and dust. All of the passengers in the safari vehicle, including the game ranger, shed a few unexpected tears.

Intimate encounters like this are the core of an African safari. This particular experience remains a personal memory for Lucille Sive, the president of the nearly 50-year-old Lion World Tours company, which has teamed with Costco Travel to offer exciting trips to both South Africa and Botswana (see sidebar). Says Sive, paraphrasing a popular saying, “If you can only go to two continents in your lifetime, go to Africa twice.” The continent’s charms are perhaps best embodied by its ancient cultures and natural gifts, which can still be tapped—perhaps in a chance meeting with a Bushman in Botswana or a breathtaking encounter with one of South Africa’s “big five” animals (lion, leopard, elephant, Cape buffalo and rhinoceros), so close you could reach your hand out and touch them.

Breathtaking Botswana

Imagine drifting down a canal in the serene Okavango Delta in Botswana while a swarm of butterflies maintains a frenzied dance around the tall reeds. Colorful reed frogs and exotic birds such as

egrets and cranes wait patiently for your descent down the river canal against a stunning landscape of palm-fringed islands, verdant flora and 2,000-year-old baobab trees. This serene experience is an integral part of a safari trip in Botswana, where travelers can take a guided tour in a dugout canoe called a *mokoro*.

Other activities include day and night viewing of animals such as zebras, giraffes and lions; walking tours in the African bush; and motorized boat trips where you can view the prolific birdlife and colorful fish in the clear waters. Among the things to watch for are the rare and endangered African wild dogs, which can be spotted in the Nxabege Okavango Tented Camp. During calving season (November through February), sightings of warthog piglets, impala lambs and zebra foals will charm even the most stoic traveler.

South Africa: The whole world in one country

Picture this: Amid sloping mountains and fertile valleys, a couple visiting the Cape Winelands tastes wine at a historic Dutch estate. They then head to Cape Town’s City Centre for open-air shopping at Greenmarket Square. They conclude their day resting on the beach at the foot of the iconic Table Mountain. During their travels, they see mountain peaks, manicured valleys dotted with indigenous wildflowers, and colorful beaches and streams. These diverse activities and landscapes are why South Africa has been described as offering the whole world in one country. According to Sive, “South Africa is a perfect first-timer trip to the continent because you can take part in a range of activities—from urban and cultural experiences to culinary trips, shark-cage diving and safaris.”

Whichever area you visit, a trip to Africa is a once-(or twice!)-in-a-lifetime experience, sure to create lifelong memories for families and couples. [E]

Adrienne Jordan is a freelance travel journalist based in Los Angeles.

The Costco Connection

Costco Travel offers exciting packages to Botswana and South Africa. For details, click “Travel” at Costco.com or call 1-877-849-2730.

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All-weather woven resin wicker with Sunbrella fabric lining.

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Vermont 6-Piece Deep Seating Set

Includes two armchairs, loveseat, two ottomans and coffee table. All-weather woven resin wicker with Sunbrella fabric.

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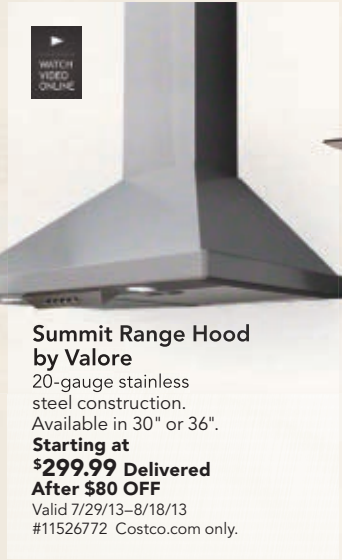
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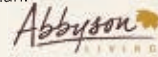


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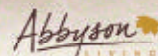


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Ameriprise Auto & Home Insurance builds loyalty through service



Caring culture

By Hana Medina

AS SUPERSTORM SANDY pummeled the East Coast last October, Gary McCusker watched alarmedly as floodwater rose through the floor of his East Rockaway, New York, home. The water had breached his makeshift garage-door blockade and rendered his vehicles useless. The water rose several more feet, destroying all contents on the first floor and stranding McCusker and his wife upstairs.

Cleanup was an emotional and arduous process, but McCusker, a Costco member, says that working with Ameriprise Auto & Home Insurance “was one of the bright spots.” Due to overwhelming demand for transportation following the hurricane, no rental cars were available. But within days of meeting with his claims adjuster, McCusker received his claims check and purchased a new vehicle nearly a month before a rental car was made available. “I can’t say enough about Ameriprise,” says McCusker. “I am a customer for life.”

Ameriprise employees have worked diligently to create customer experiences like McCusker’s. Handling situations with care is key to their customer service approach.

“Insurance, if done right, is a business of trust,” Ken Ciak, president of Ameriprise, tells *The Connection*. “Costco members trust us to

provide protection for their most important possessions. If they have a loss, they trust that we will treat them fairly, openly and honestly. Handling our customers with care is the foundation of what we do—pricing our products fairly, listening and responding to client needs and questions, and treating them justly and compassionately when they file a claim. By doing that, we believe we can be the last insurance company they’ll ever need.”

Costco Services manager Lisa Castaneda says, “Like Costco, Ameriprise does not advertise on television, which reduces their expenses. This allows them to pass on significant value and service to our members, which is unique in the insurance industry. Costco’s program with Ameriprise is highly rated in terms of customer satisfaction and retention.”

Creating satisfied members is due in part to being proactive with their needs. Chad Giesen, homeowners division manager at Ameriprise, says that when recent wildfires ravaged Colorado, his team contacted affected

policyholders prior to a mandatory evacuation. The team proactively addressed members’ needs, gave instructions on protecting their properties and preemptively informed them of the claims process.

“It really puts the customer at ease,” says Giesen. “From the insurance side of it, it allows us to recognize our exposure right away so we can plan and prepare and get the necessary resources to assist our customers as quickly as possible.”

It doesn’t take a large-scale event to receive top-notch service. Chris Andrews, senior marketing manager at Ameriprise, says, “When our claims representatives talk to someone on the phone, they understand that even though it may be the 30th claim they’ve heard that week, it’s this member’s only claim, or their first claim

that they’ve ever had to deal with, so they really try to set expectations and tell them exactly what’s going to happen.”

Ameriprise also offers policyholders online resources through its Learning Center, which contains information to remedy or prevent specific auto and home issues. Featured topics are based on common member questions received through the company’s social media sites and phone calls.

Nearly 480,000 Costco-member policies are currently active with Ameriprise Auto & Home Insurance. Costco members receive an exclusive discount with Ameriprise.* Executive members also receive the following services: lifetime renewability, roadside assistance, home glass repair reimbursement and home lockout assistance. Members enrolled in auto insurance report an average savings of \$521.33 per year after switching from their previous insurance provider. Similarly, those who purchased home insurance saved \$246.48 annually.

To receive a quote or find more information about Ameriprise Auto & Home Insurance, visit Costco.com and search “protect.”

*Rates and Costco discount eligibility vary by state. Ameriprise Auto & Home Insurance is not available in Alaska, Florida, Louisiana, Maine, North Dakota, Rhode Island, West Virginia, Wyoming or Puerto Rico.



Tablet or smartphone?

Scan or click here to watch a video about Ameriprise’s customer service. (See page 5 for scanning details.)

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Low-cost, high-quality inkjet cartridge refills

BUYING AN INKJET printer is a relatively inexpensive proposition, at least initially. But when those ink cartridges begin to run low and need to be replaced, the real cost of ownership kicks in.

As an inkjet user for years, I've been replacing cartridges with the OEM (original equipment manufacturer) versions at high prices out of fear that low-cost replacement cartridges would be of poor quality and/or ruin my printer. And early versions of inkjet cartridge refill services were accompanied by horror stories of leaks and damage to the printer, leading to the need to replace the whole machine. With the assignment to cover Costco's inkjet refill service came the brilliant idea to try it myself.

I brought two depleted cartridges—cyan and magenta—to my local warehouse Photo Center and dropped them off, paying for the service upfront, which is required. Prices range from \$7.99 to \$9.99, depending on cartridge and size. If, for some reason, the cartridges are tested and cannot be refilled, the cost is fully refundable. Refills can be done in about an hour, so members can drop the car-

tridges off at the beginning of their shopping expedition and pick them up at the end. The process is done on a state-of-the-art refilling machine, and the employee handling the operation assures me it's foolproof, employing safeguards that virtually erase the possibility of "pilot error."

According to Steve Pruitt, Costco's 1-Hour Photo buyer, "The quality is about the same as the OEM cartridges, with regard to image quality and overall cleanliness. You might even get a few more printed pages out of the refilled cartridges."

But the proof is in the printing. I popped the cartridges in my home printer and ran a test, comparing it side-by-side with a test I ran prior to filling the cartridges. The colors were vivid, the lines clean and the images were sharper than the first test. Wait! I think my yellow cartridge needs to be refilled.

Go to www.costcoinkjetrefill.com for more information, including FAQs, cartridge information, printer messages and more, and to find a warehouse near you.—Steve Fisher



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12-CC-1025mr

The pajama game

Kirkland Signature sleepwear provides a comfy night's rest

By Sherrie Newman

PARENTS ARE SELECTIVE about what their kids wear to bed. (Children can be pretty selective too.) Anna Forbush, children's apparel buyer for Costco, heard from Costco members that they wanted chil-



BuyingSmart

Sherrie Newman fills August's consumer reporter slot with this behind-the-scenes look at a Costco program. Send your questions about this article to:

buyingsmart@costco.com.

dren's sleepwear made with chemical-free organic cotton, instead of polyester or chemically treated conventional cotton. Anna took those requests to heart, researched a variety of alternatives and found that the organic cotton pajamas sold at retail stores were very pricey. "This seemed to be the perfect opportunity to create a Kirkland Signature" product," she says. "One of the goals of any Kirkland Signature product is to show great value on an item that has high price markups in retail."

To develop the sleepwear, Anna collaborated with Dorothy Weissman, Costco's global brand manager for Kirkland Signature apparel. "Since our private-brand Kirkland Signature products are of the highest quality, I knew we could offer our members chemical-free, 100 percent organic cotton sleepwear at a great savings."

Designed by experts

Dorothy was equally enthusiastic about developing something that would exceed the expectations of Costco members. She says, "We knew that the supplier would be the key to quality in design and manufacturing, so we chose a well-respected global company with more than 30 years' experience in designing and manufacturing children's apparel and sleepwear." Working closely with the supplier to determine the exact specifications of the garments, and then with the supplier's apparel team, consisting of more than 20 in-house designers, they created a one-piece sleeper and a two-piece pajama set in an array of fun prints, colors and styles specifically for kids.

While a key consideration in the production of children's clothing is designing prints that please kids, parents want the garments to be sturdy and safe and to comply with government regulations. Performance is also essential; the clothing must be exceptionally hardy to endure the rigors of constant use and repeated washing. Because it's critical for the fabric to survive a lot of wear and tear, Kirkland Signature sleepwear is made with the highest-quality organic cotton yarn. In the U.S., the Consumer Products Safety Commission (CPSC) sets safety standards for children's sleepwear; they must be flame resistant and, for children wearing size 12 months or bigger, fit snugly to protect children if they come into contact with an open flame, such as a candle or stovetop burner. Kirkland Signature pajamas are designed to



Arya, daughter of Irene and Ken, home office

| Garment | Costco Fabric | Costco Price | Competitor Fabric | Competitor Price |
|---------|-------------------------------|--------------|-------------------|------------------|
| Sleeper | 100% certified organic cotton | \$7.99 | Organic cotton | \$32 |
| Pajamas | 100% certified organic cotton | \$11.99 | Organic cotton | \$42 |

PRICES BASED ON CATALOG AND ONLINE COMPARISONS IN JULY 2013.



Pajama talk

There are two Kirkland Signature sleepwear products made with 100 percent certified organic cotton for infants and children.

The **one-piece sleeper** has two options: one for **infants** (sizes 3M–9M) that is footed to keep little toes toasty warm, and a second one for **infants and toddlers** (sizes 12M–3T) in a cozy snug fit that is not footed. The sleeper offers a number of print designs in both styles.

The snug, **two-piece pajama set for older children** (sizes 3T–10) has banding at the ankles and wrists to ensure a snug fit. Designs range from sports and space themes to princess and fairy-tale themes, and some tops have appliqués in addition to screen-printing. Print and color options rotate seasonally for a wide variety that appeals to kids of all ages. The pj's are sold at all Costco warehouses worldwide, as well as a select assortment at Costco.com.—SN

FRANCE FREEMAN

comply with the stringent CPSC standards for safety.

"Costco is adamant about ensuring that all regulatory requirements are met or exceeded in the design and manufacturing of Kirkland Signature children's sleepwear," stresses Anna. The supplier conducts internal testing and then submits garments to third-party laboratories for further testing and official approval. Costco's internal quality-assurance team follows its own stringent apparel compliance program, using several third-party laboratories around the world to test garments.

What's so special?

I spoke with the supplier representative, who explained that Kirkland Signature sleepwear is made with 100 percent certified organic cotton, and they use a heavyweight fabric (250 grams), while most comparable pajamas are made of lighter-weight fabric (150 grams). The manufacturer uses nontoxic chemicals in the fiber dyes, and their dye process is among the best in the world. The international Color Accreditation Program (CAP), which is managed by an independent company in Switzerland, certifies the manufac-

turer's factories. CAP provides the most extensive certification available in the textile industry and objectively measures a factory on consistent, precise and accurate color procedures according to strict criteria. This highly sought-after rating sets Costco's supplier apart as one of the best in the industry.

The use of environmentally friendly dyes and soy-based ink on the garment tags is great news for parents, but kids should love these pajamas too—the designs are cute and fun, the cotton is cozy and soft against the skin, and the fit is comfortable for a good night's sleep.

Kirkland Signature value

"Our goal is to offer the best quality at the greatest value when creating Kirkland Signature apparel," Dorothy tells me. "The Kirkland Signature item is superior in every way, as Costco wants the very best product in the market for our members," says Anna. "Our goal is that the pajamas are so durable that they can be passed down from one child to another."

High quality, great value, safety, durability and comfort—kids, and their parents, can sleep a lot more easily. [E]

Sherrie Newman (sn.firstpoint@gmail.com) is a marketing and communications consultant in Seattle.

Certified organic cotton

ORGANIC COTTON IS grown without the use of pesticides, insecticides or soil additives, using organic cottonseeds that are not genetically modified. Farmers must meet specific soil and production requirements, and they implement growing practices to support biodiversity and healthy ecosystems by using alternative methods to replace synthetic fertilizers and herbicides.

According to the Organic Trade Association in the U.S., organic cotton is grown in 22 countries worldwide by more than 220,000 farmers. The organic fiber market is growing quickly, and global

sales of organic cotton apparel and home textile products are estimated at more than \$5 billion.

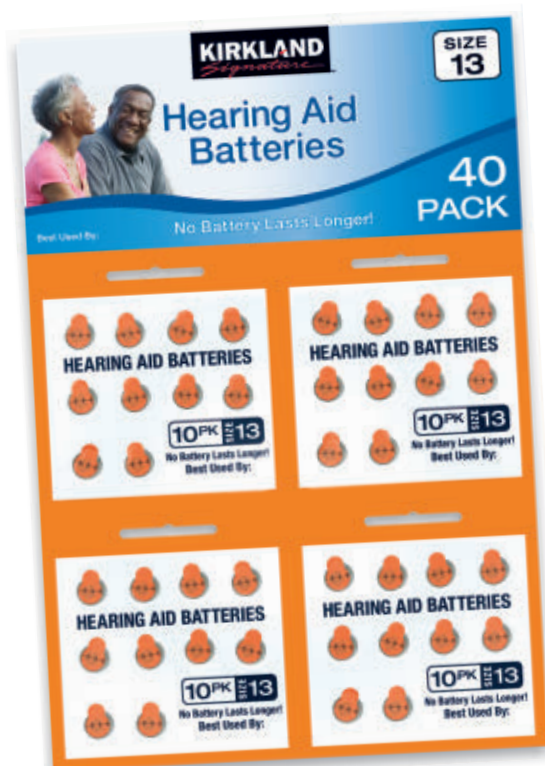
To be labeled as "certified organic cotton," fabric must have certification from a top agency such as Control Union Certifications, Global Organic Textile Standard or the Institute of Marketecology, international organizations that stipulate global standards and provide quality assurance of sustainable products. All organic cotton yarn used in Kirkland Signature children's sleepwear is certified by one of these organizations.—SN

Ethan,
son of Nate,
home office

FRANCE FREEMAN



Astonishing battery life. Even better price.



New low price:
\$8.99 for 40 batteries

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- Terrific savings compared to other retailers
- Made in the USA*

Today's sophisticated hearing instruments require increased battery power. Kirkland Signature hearing aid batteries are held to the highest standards and undergo rigorous tests, assuring Costco members get the best batteries available. Conducted by independent labs, this testing follows the latest industry standards. In addition to performance, quality is a critical component of the Kirkland Signature hearing aid batteries. These elements

provide Costco members with long-lasting power for their hearing aids, battery after battery.

As with all products in the Kirkland Signature line, hearing aid batteries must also provide a significant value to Costco members. At \$8.99 – previously \$9.99! – Kirkland Signature hearing aid batteries offer terrific savings, especially compared to national brand and private-label batteries found at other retailers.

Learn more about Kirkland Signature hearing aid batteries at [Costco.com/hearing-aid-batteries.html](https://www.costco.com/hearing-aid-batteries.html).

Exclusively from Costco Wholesale.

*Size 10, 13, 312 & 675.

13AB1102 6/13



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EXCITING NEW PRODUCTS

What's new

ARRIVING SOON AT COSTCO

A.



A. Muscle Milk 17-Ounce Ready-to-Drink Protein Nutrition Shake 12-Pack: Each Muscle Milk shake gives you a generous portion of protein to help fuel post-workout muscle recovery. Use as a post-workout meal replacement or as a protein-rich snack. 34 grams of protein per carton. Item #744984. **Warehouse only.**

B. Boys' Superhero Hoodie: These cleverly designed hoodies are made from super-soft fleece with adorable prints. Sizes 5 through 7 have a mesh pull-down mask that is see-through and breathable with no obstruction of sight or the airway. Sizes: 2T-7. Item #685740. **Warehouse and Costco.com.**

C. Oral-B Deep Sweep 4000 Rechargeable Toothbrush 2-Pack: Features include triple-action cleaning bristles to clean hard-to-reach places, four modes (daily clean, sensitive, whitening and deep clean) to customize your brushing experience and a premium handle with mode indicator. Item #729510. **Warehouse and Costco.com.**

D. Pose-n-Stay Skeleton: This spooky skeleton stands 60" tall and will add to your Halloween décor on your porch or for more elaborate decorating such as a graveyard scene or coffin. Skeleton has "pose-n-stay" legs that lock into place and arms that hold positions for a variety of scary scenes. Indoor and outdoor use. Item #988565. **Warehouse only.**

E. Zumba® Exhilarate™ Body Shaping System 5-DVD Set or Zumba Gold® LIVE IT UP™ 3-DVD Set: With the Exhilarate Body Shaping System, you won't want to stop (includes Costco exclusive Zumba Fitness Dance Party CD). The Zumba Gold LIVE IT UP set is a total-body wellness program with exciting dance-fitness workouts specifically designed for the baby boomer generation (includes Costco exclusive *The Best of LIVE IT UP* soundtrack CD). Item #777896 (Zumba Gold), #777920 (Zumba Exhilarate). **Warehouse only.**

B.



C.



D.



E.



Tablet or smartphone?
Scan or click here for a preview of the Zumba Exhilarate Body Shaping System. (See page 5 for scanning details.)



F.



G.



H.



F. Freshwater Pearl and Onyx Necklace:

Lustrous white cultured freshwater pearls in an elegant torsade necklace, sprinkled with faceted black onyx and dazzling gold beads. Closes with a fancy 14-karat yellow gold clasp. Item #752674 Warehouse, and #793341 Costco.com.

G. Vizio M-Series 55" Razor LED™ Smart TV with Theater 3D®:

The new Vizio Internet Apps Plus™ Smart TV experience gets you connected with built-in Wi-Fi to the latest hit movies, TV shows, music and more. Plus, watch 3D movies with Theater 3D® for a crystal-clear, flicker-free, visibly brighter picture than conventional 3D. Includes two pairs of 3D glasses. Item #905520. Warehouse and Costco.com.

H. Ricardo Beverly Hills Lightweight

3-Piece Spinner Luggage Set: Each piece is made with strong and flexible polypropylene for outstanding durability and impact resistance, and features a dual spinner wheel system offering 360° mobility. Inside each spacious piece, the fully lined interior features multiple storage pockets and a zippered divider for maximum organization. Item #756161. Warehouse and Costco.com.

I. Quantum of the Seas® Caribbean

Cruise: Beginning in fall 2014, this spectacular ship offers groundbreaking, mind-boggling, first-at-sea features, including the exclusive North Star, a jewel-shaped capsule that gently ascends more than 300 feet above sea level, offering 360° views of the ocean, the ship and the sun-sparkled ports of call. Costco Travel offers a valuable shipboard credit on every sailing. To book, click "Travel" at Costco.com or call 1-877-849-2730.



I.

Don't take pain lying down.
Or standing up.
Or bending over.

You don't have to take the pain at all.

Thanks to our Kirkland Signature™ Ibuprofen Softgels, you can continue to stay on course. Our ibuprofen softgels are tough on pain and act fast to deliver relief where and when you need it. Choose Kirkland Signature, of course!

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Wipes are 43% larger than the leading brand



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Scrubby.**



**For the
Toughest Jobs**

**Extra
Large.**



**Fits Swiffer
Sweeper®**

**Extra
Easy.**



**Convenient
Soft Packs**

MADE WITH
TENCEL®

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* Effective in 15 seconds against the following every time you wipe: Escherichia coli (E. coli), Pseudomonas, and Staphylococcus aureus (Staph)

** Effective against common cold virus caused by Corona virus and common flu virus caused by influenza A/Hong Kong

Swiffer Sweeper® is a registered trademark of The Procter & Gamble Company.

▶ Scan or click this ad to see the power of Kirkland Signature surface wipes (see page 5).

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inside costco special events

New and exciting products available at warehouses for a limited time only

featured events

Look for (A) Goal Zero portable solar power, (B) Eric Dowdle art puzzles, (C) Campus Drive collegiate apparel, (D) Vitamix blenders and (E) Traeger grills in warehouses during August. For an updated list of participating warehouses, go to Costco.com and search "goalzero44," "vitamix6300," "dowdle44," "collegiateapparel44" and "traegergrills44." For previously featured events, search "allacrossafrica," "Jennifer Adams," "jewelrytoyourdoorstep44," "massagechairs44," "romadesigns44," "scarves44" and "womensshoes44."



[Click here](#) for a list of special events by region.

ALASKA

Anchorage

Aug 17 Healthy Heart Clinic

Anchorage II

Aug 10 Healthy Heart Clinic

IDAHO

Boise

Aug 16-25 Collegiate accessories

Aug 17 Healthy Heart Clinic

Coeur d'Alene

Aug 23-Sep 1 Sheds

Nampa

Aug 23-Sep 1 Miracle Mats

Pocatello

Aug 23-Sep 1 Sheds

Twin Falls

Aug 9-20 Sheds

MONTANA

Helena

Aug 16-25 Miracle Mats

Missoula

Aug 2-Sep 1 Collegiate apparel

OREGON

Albany

Aug 2-Sep 1 Collegiate apparel

Aug 10 Healthy Heart Clinic

Aug 23-Sep 1 Sheds

Aug 30-Sep 8 Collegiate accessories

Aloha

Aug 9-18 SmartSilk bedding

Aug 10 Healthy Heart Clinic

Bend

Aug 2-Sep 1 Collegiate apparel

Aug 24 Healthy Heart Clinic

Clackamas

Aug 2-Sep 1 Collegiate apparel

Aug 23-Sep 1 SmartSilk bedding

Aug 30-Sep 8 Safes

Eugene

Aug 16-25 Collegiate accessories

Hillsboro

Aug 9-Sep 8 Collegiate accessories

Aug 17 Healthy Heart Clinic

Portland

Aug 16-25 Safes

Aug 16-25 Sebamed skin care

Aug 16-25 SmartSilk bedding

Aug 30-Sep 8 Collegiate accessories

Salem

Aug 30-Sep 8 Sebamed skin care

Aug 30-Sep 8 SmartSilk bedding

Tigard

Aug 17 Healthy Heart Clinic

Aug 23-Sep 1 Safes

Aug 23-Sep 1 SmartSilk bedding

Warrenton

Aug 2-11 Sebamed skin care

Aug 9-18 Sheds

Wilsonville

Aug 9-18 Sheds

Aug 24 Healthy Heart Clinic

Aug 30-Sep 8 SmartSilk bedding

UTAH

Lehi

Aug 23-Sep 1 Miracle Mats

Murray

Aug 23-Sep 1 Collegiate accessories

Aug 30-Sep 8 Miracle Mats

Orem

Aug 17 Healthy Heart Clinic

Salt Lake City

Aug 2-11 Little Giant ladders

Aug 30-Sep 8 Collegiate accessories

Sandy

Aug 2-Sep 1 Collegiate apparel

Aug 10 Healthy Heart Clinic

Aug 16-25 Miracle Mats

West Bountiful

Aug 24 Healthy Heart Clinic

WASHINGTON

Aurora Village

Aug 23-Sep 1 Fishing gear

Burlington

Aug 16-25 Collegiate accessories

Aug 23-Sep 1 SmartSilk bedding

Clarkston

Aug 17 Healthy Heart Clinic

Covington

Aug 30-Sep 8 Sebamed skin care

Everett

Aug 2-Sep 1 Collegiate apparel

Aug 23-Sep 1 Miracle Mats

Aug 23-Sep 1 SmartSilk bedding

Federal Way

Aug 2-11 Sheds

Aug 16-25 Sebamed skin care

Aug 17 Healthy Heart Clinic

Gig Harbor

Aug 2-11 Safes

Aug 16-24 SmartSilk bedding

Issaquah

Aug 2-Sep 1 Collegiate apparel

Aug 30-Sep 8 Sheds

Kennewick

Aug 2-Sep 1 Collegiate apparel

Aug 9-18 Sheds

Aug 9-18 SmartSilk bedding

Aug 30-Sep 8 Collegiate accessories

Kirkland

Aug 2-Sep 1 Collegiate apparel

Aug 9-18 Fishing gear

Aug 30-Sep 8 SmartSilk bedding

Lacey

Aug 2-11 Sebamed skin care

Marysville

Aug 16-25 Wall beds

Aug 23-Sep 1 SmartSilk bedding

Puyallup

Aug 9-18 Safes

Aug 30-Sep 8 Collegiate accessories

Aug 30-Sep 8 Wall beds

Seattle

Aug 9-18 Miracle Mats

Aug 16-25 Collegiate accessories

Aug 24 Healthy Heart Clinic

Aug 30-Sep 8 Sheds

Silverdale

Aug 10 Healthy Heart Clinic

Spokane

Aug 2-Sep 1 Collegiate apparel

Aug 9-18 Miracle Mats

Aug 30-Sep 8 Collegiate accessories

N Spokane

Aug 9-20 Sheds

Aug 16-25 Collegiate accessories

Tukwila

Aug 16-25 Collegiate accessories

Tumwater

Aug 16-25 Sheds

Aug 30-Sep 8 Collegiate accessories

Vancouver

Aug 2-11 Sheds

E Vancouver

Aug 30-Sep 8 Sheds

Woodinville

Aug 10 Healthy Heart Clinic

Aug 16-25 Collegiate accessories

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Anchorage II

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Boise

Coeur d'Alene

Nampa

Pocatello

Twin Falls

MONTANA

Billings

Bozeman

Helena

Kalispell

Missoula

OREGON

Albany

Aloha

Bend

Clackamas

Eugene

Hillsboro

Medford

Portland

Roseburg

Salem

Tigard

Warrenton

Wilsonville

UTAH (NORTHWEST REGION)

Lehi

Murray

Ogden

Orem

St. George

Salt Lake City

Sandy

Spanish Fork

West Bountiful

West Valley

WASHINGTON

Aurora Village

Bellingham

Burlington

Clarkston

Covington

East Wenatchee

Everett

Federal Way

Fife Business Center

Gig Harbor

Issaquah

Kennewick

Kirkland

Lacey

Lynnwood Business Ctr.

Marysville

Puyallup

Seattle

Sequim

Silverdale

Spokane

N Spokane

Tacoma

Tukwila

Tumwater

Union Gap

Vancouver

E Vancouver

Woodinville

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*Also available at Costco.com

Dates and events are subject to change. Special Events for other regions may be found on Costco.com; type "special events" into the search box.

COSTCO SERVICES

Update

To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.

PROTECT YOUR CHILDREN

Introducing Identity Guard® KID Sure®

CHILDHOOD SHOULD BE a fun, adventurous and imaginative time. Identity Guard can help keep it that way because it provides your kids with the most comprehensive child identity protection available.

Probably the last thing you want is to have one more thing to worry about when it comes to your kids—especially something that could affect their ability to one day get a car loan, buy a home or build their credit.

The reality is that there are many areas where your children's personal information could be exposed to criminals, including social networks, mobile devices, computers, schools, doctor's offices and travel documents.

With Identity Guard looking out for them, you can rest

a little easier about the big plans you have for your children's future.

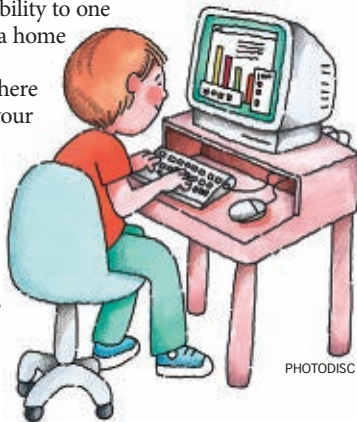
What kind of information does Identity Guard look for?

- Social Security number exposure
- Motor vehicle records
- Criminal records
- Utilities records

Identity Guard scours thousands of data sources searching for information related to your child. If it finds activity that suggests people may be using your child's information as their own, you'll be alerted so you can determine whether your child may be at risk.

Up to five children can be enrolled.

Go to Costco.com and search "kid sure," or call 1-866-818-0874 for pricing and more information.



PAYMENTS ON THE MOVE

Elavon's mobile payment solutions



ELAVON HAS TWO new tricks up its sleeve for small businesses to accept payments on the move and online.

■ **VirtualMerchant Mobile.** This works with mobile and smartphone devices, including most Apple and Android products. With an easy setup and configuration process, you

can accept key-entered transactions or add a card reader that encrypts card data to accept card swipes. The pricing is simple—one low monthly fee, with one rate for key-entered sales and another for swiped card transactions.

■ **VirtualMerchant Online.** A complete hosted payment solution for face-to-face, mail-order/telephone-order and e-commerce transactions. All payment information is hosted and stored by Elavon, minimizing your data security and compliance concerns.

For more information, call 1-877-892-9349 and refer to priority code 83102, or go to Costco.com and search "mobile payment."

NEW SERVICES GUIDE

What's in it for me?

A NEW ISSUE of *My Costco Services*, a comprehensive guide to the home, business and personal services Costco offers, has arrived. It's the Special Business Solutions issue, but all services are covered. It's a great way to learn how Costco can help you save money in all aspects of your life. Look for it in warehouses and online at Costco.com. Click "Services" and look for the *My Costco Services* banner on the bottom of the screen.



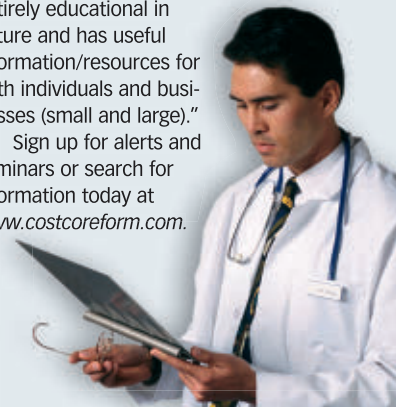
HEALTH ASSURANCE

How the Affordable Care Act will affect you and your family

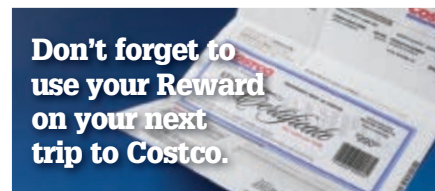
IN APRIL, a Kaiser Health study found that four in 10 Americans (42 percent) are unaware that the Affordable Care Act is still the law of the land, including 12 percent who believe the law has been repealed by Congress and 7 percent who believe the Supreme Court overturned it. Even more Americans don't have a full understanding of what the law means for them.

To address that problem, Lisa Castaneda, Costco's manager of Insurance Services, says, "We launched a healthcare reform website to help our members navigate the changes coming in 2014. It is entirely educational in nature and has useful information/resources for both individuals and businesses (small and large)."

Sign up for alerts and seminars or search for information today at www.costcoreform.com.



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History beneath the kudzu

IN 1954, LEGAL SEGREGATION of African-Americans in public schools ended with the landmark court decision *Brown v. Board of Education*.

Fifty years later, Claudia Stack, former program director at the University of North Carolina Wilmington, was planning the school's celebration of the court decision when she became curious about her rural Pender County neighborhood during that time.

Ten years, two historic preservation awards and one documentary later, Stack has uncovered a rich history in her own backyard: Many local buildings once served as schools solely for African-Americans.

"Although [the schools] were lacking in facilities and resources, the teachers and



Scan or click the photo to watch a clip from *Under the Kudzu*.

administrators were very passionate and determined to offer the best education they could. The academic expectation was high," says Stack, a Costco member. Teachers and administrators urged students to go to college if it was possible.

She interviewed former teachers and students and became inspired to record the conversations. Lacking film experience, she recruited help from a student, who co-owned a film company. The eight-year endeavor, titled *Under the Kudzu* (<http://underthekudzu.org>), won the Director's Choice Award at the 2012 Cape Fear Independent Film Festival in Wilmington, North Carolina.



PHOTOS COURTESY OF CLAUDIA STACK

Segregated Canetuck Rosenwald School (right) restored as Canetuck Community Center (above).



"The idea of the film's [kudzu] reference is that many tangible reminders of important history still exist if we are willing to see through the overgrowth," says Stack.

"In many ways people are still uncomfortable discussing segregation," she continues. "If we forget that, we also lose several chapters in black educational history. I really want [my students] to know that education ... is their heritage, even if it was a segregated situation." —Hana Medina



Scan or click here for a video about Hanagarne and his book.

COSTCO MEMBER Josh Hanagarne has written a memoir, *The World's Strongest Librarian* (Gotham, 2013; not available in Costco warehouses), about his experience with Tourette's syndrome and how books and bodybuilding saved him.

—Stephanie E. Ponder

The wizard of Ozzie

IN 2008, COSTCO creative director Dana Sullivan decided to leave corporate life and parlay his artistic talents into a new career as an author and illustrator. "It was very scary," Sullivan says of the move. "I had no idea we were about to go into the worst recession in years. What kind of idiot was I?" But Sullivan's wife, Vicki, was supportive and he soon found work as a freelance artist. Between freelance gigs, classes in writing for children and finding an agent to represent him, Sullivan continued to pursue his goal. Now, five years later, he's reached that goal with the publication of his first children's book, *Ozzie and the Art Contest* (Sleeping Bear Press, 2013; available at <http://sleepingbearpress.com>).

In his book, Ozzie the dog—based on Sullivan's beloved Australian cattle dog, Max—enters an art contest. Ozzie is the best artist in his class but he doesn't pay attention very well, so he misses a key detail that dooms his place in the contest. The inspiration for the



book came from Sullivan's own experience. "I submitted a bid for a project: a coloring book for kids on disaster preparation. I thought, 'I'm gonna nail this sucker!' and I didn't get it. I was bummed and angry that I wasn't picked," Sullivan says. But his disappointment fueled the creative juices behind Ozzie's adventure.

Although he is busy promoting *Ozzie and the Art Contest* and illustrating children's books for another author, Sullivan is already working on his next book, *Kay Kay's Alphabet Safari*, inspired by an orphanage in Kenya that he and Vicki support.

—Maria Bellos Fisher



PHOTO: VICKI LEGMAN

We want to hear from you!

IF YOU HAVE a note, photo or story to share about Costco or Costco members, email it to connection@costco.com with "The Member Connection" in the subject line or send it to The Member Connection, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

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SIZES
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